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THE SATURDAY EVENING POST

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Never offered before! Available only from the Danbury Mint!

12 All-New Rockwell Figurines

The Alarm

© 1983 SEP

Figurine above shown actual size.

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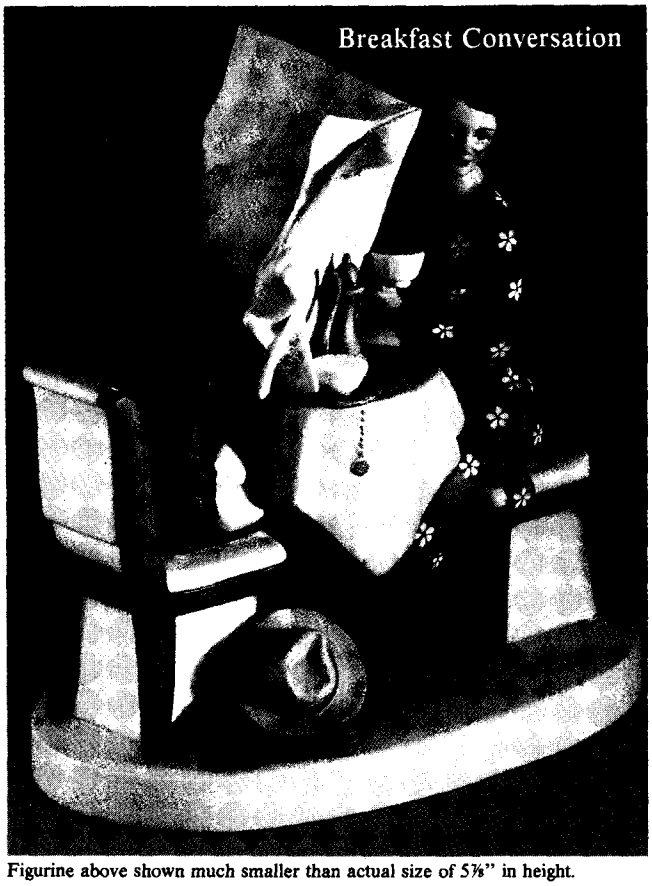
For the first time, these 12 unforgettable Norman Rockwell classics from The Saturday Evening Post *come to life as hand-painted porcelain figurines of extraordinary quality and complexity. They represent a remarkable collecting value.*

Just look at these marvelous Norman Rockwell figurines—even a first glance tells you they are extraordinary! ***Each one recreates for the very first time a famous Norman Rockwell*** Saturday Evening Post ***classic as a stunning three-dimensional porcelain sculpture.*** Each one is meticulously hand-painted using a palette of colors so rich that Rockwell himself would have been astonished. The figurines are of such quality and complexity that they would be of interest to collectors even if the subjects weren't by Rockwell! The fact that the scenes ***are by Rockwell***, of course, makes them exceptionally important to collectors. ***No finer Norman Rockwell figurines are available anywhere at any price***—that's what makes this collection such a remarkable value!



Figurine above shown much smaller than actual size of 5⅞" in height.

Norman Rockwell touched the heart and stirred the soul of America as no other artist before or since. He showed us happiness in the smile of a child, tenderness in the longings of a lover, and joy in the wag of a dog's tail. He helped us gather strength from the selfless example of others. Deeply American, he conveyed the essence of our national character—our optimism, our patriotism and pride, our willingness to help, our ability to take life's inevitable setbacks in stride and always start afresh. No wonder Americans return the affection Norman Rockwell felt for them.

Selected from the most popular *Saturday Evening Post* covers.

Norman Rockwell gave America his best—and his finest work of all appeared on the covers of *The Saturday Evening Post.* Magazine covers by other artists have long been forgotten, but Norman Rockwell's art lives on forever. The 12 Rockwell paintings chosen for this collection were selected from among the most coveted of his *Post* covers. And, they have *never before been available as figurines.*

Rockwell figurines are in extraordinary demand.

Rockwell figurines are always in great demand. Porcelain figurines enable Rockwell's unforgettable characters to escape the flat *two-dimensional* world of their original canvas and become more fully alive as *three-dimensional* figurines. Rockwell's realism becomes all the more evident—his attention to authenticity and detail, his ability to capture the drama of everyday life. The Rockwell scenes we've all come to know and love can now have a new depth of meaning and beauty we could never enjoy before. It is for these reasons that Rockwell figurines have become the rage of the collecting world. Knowledgeable collectors know, however, that only figurines of the highest quality can do full justice to the greatness of Rockwell's art.

The finest Rockwell figurines you can find anywhere!

These 12 *all-new* Norman Rockwell figurines are unsurpassed. They are exceptional because of their composition, their complexity of form, their wealth of detail, and their richness of color. You simply cannot compare them with lesser figurines cast from a single mold and hastily painted with a few conventional colors.

While the photographs here are two-dimensional, you can begin to see why these figurines are altogether different. Each scene, on its own integral base, consists of several different sculptured forms which must be brought together, with the most painstaking care, to create the total composition—only

(continued on next page)

Figurine above shown much smaller than actual size of 6¼" in height.

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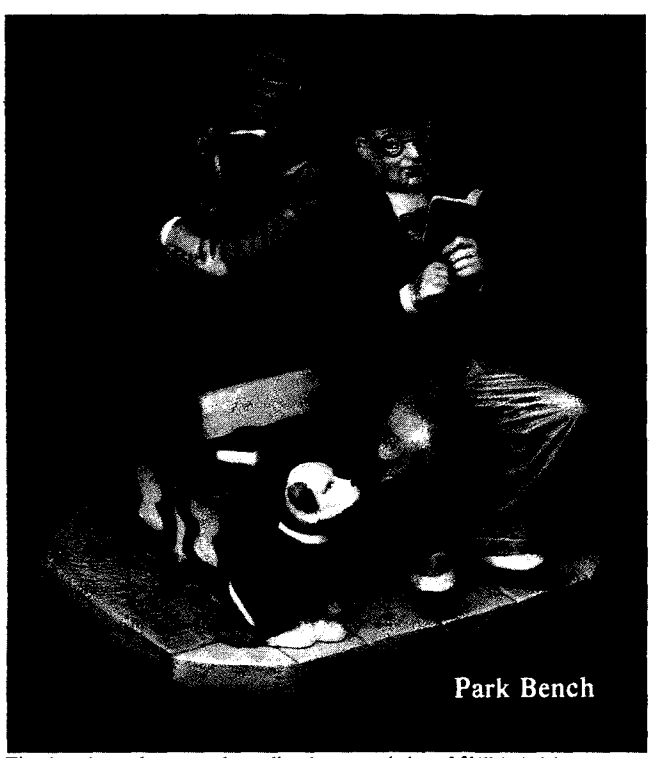
Figurine above shown much smaller than actual size of 5⅛" in height.

(continued from previous page)

then could we achieve a genuine three-dimensional effect and true dramatic realism. This is what connoisseurs of fine figurines look for!

You'll notice how each character stands as a separate entity—with an individuality all its own. This separation allows the characters to interact. It opens up the scene so the figurine can tell a story. It's as if you're directly observing people in action, through the eyes of Norman Rockwell. (Of course, this is the way Norman Rockwell painted—directly from life!)



Figurine above shown much smaller than actual size of 5¼" in height.

Each figurine is individually painted by hand—with a rich palette of Rockwell-inspired colors.

These 12 fine imported porcelain figurines will be individually painted by hand in an extraordinary variety of colors, inspired by the actual Norman Rockwell originals. This is an exceptionally time-consuming task—and made all the more difficult by the fact that each character is standing by itself.

But just one look at any figurine in the collection will tell you it was worth the care. Look at *Breakfast Conversation*, for instance. The details are remarkable—the floral pattern on the woman's dress and the man's pocket watch hanging over the edge of the table call for dozens of delicate brushstrokes. What's most remarkable, though, is the magnificent expression of the woman's face—the way it reveals character. She and her husband are so physically close—and yet the whole world stands between them.

The Runaway is another all-time Rockwell favorite—it's so wonderfully warm and human. Notice the expressions of humor and tenderness on the faces of the policeman and the fountain clerk. This scene makes an absolutely perfect figurine. All three characters are cast from separate molds, and the stools gleam with a silvery metallic paint.

The Alarm is especially fascinating. Notice how Rockwell creates the illusion of speed—and the characters are all the more dramatic as three-dimensional sculptures. Notice, too, the study in contrasts: the gritty determination of the fireman (this is serious business!) versus the excitement of the boy (this is fun!). It's as if a camera had frozen them in motion—but the effect is far more real!

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Shown above are six of the figurines in this collection in one of the many ways you might display them in your home.

An exceptional value.

Hand-painted porcelain figurines of such outstanding quality sell for up to $125 each in retail stores. But the Danbury Mint is making the figurines in this collection available at the issue price of just $65 each. The low price comes not by compromising quality, but by distributing directly by mail and passing the savings along to you.

Easy monthly installments.

We've done everything possible to make the collection easy to acquire. You need send no money now. Simply complete the attached reservation application. The twelve figurines will be sent at the convenient rate of one every two months. You will be billed for each figurine in two monthly installments of $32.50 each. As a further convenience, you may have each monthly installment charged to your VISA or MasterCard.

In the unlikely event you receive any figurine you are not entirely delighted with, you may return it within 30 days of receipt for a prompt replacement or refund. And you may cancel your subscription at any time (but we think you'll want all 12 once you've seen your first figurine!).

An exclusive edition.

Remember, this is the first time these 12 Norman Rockwell classics have ever been authorized to appear as figurines. And they will not be sold in stores. They are available exclusively from the Danbury Mint. For production planning purposes, we ask that your order be postmarked no later than April 30, 1983.

Do take advantage of this exceptional opportunity. Send us your reservation today.

Reservation Application K1

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Art Williams' "Term-ites"—are radically changing the policies of America's trillion-dollar life-insurance industry. **44**

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FOUNDED A.D. 1728

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(Cover portrait by Lucian Lupinski)

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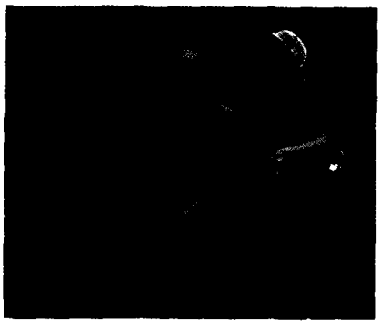

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Letters

List Did Not Compute

Things change rapidly in the personal computer field. I no longer publish the lists of software for personal computers mentioned in your December issue. ("Should You Buy Your Child a Computer" by Herbert Kohl).

When the number of programs for the Apple II and the TRS-80 Model I/III exceeded 10,000, I realized that the problem was not in finding computer programs, but rather in finding *good* computer programs.

Your readers might like to know that I recently prepared a one-page information sheet that lists my personal recommendation for anyone looking for a personal computer for family or business. It explains some of the pitfalls that people face if they know nothing about computers and are buying their first computer.

I will be glad to mail the information sheet free to anyone sending a stamped, self-addressed envelope. The address is Robert Purser, P.O. Box 466, El Dorado, California 95623.

Robert Purser
El Dorado, California

Lincoln's True Church

I read the article "The Faith of Abe Lincoln" by John C. McCollister (Jan/Feb '82) with a lot of interest. Perhaps Mr. Lincoln's great wisdom and understanding were not confined to politics but also extended to the teachings of the Bible. "Church-joining" is something man has devised in the last four hundred years and is not taught in the Bible at all. Acts 2:47 says the Lord added to the church such as should be saved. The first time the church is mentioned in the Bible is in Matthew 16:18. There are two things significant about that scripture. One, Jesus said *he* would build his church, denoting his ownership. The second thing is, he used the singular of the church, which would indicate there is only one. If a person is a member of his church, it is because he has added that person to his church. If he has not, that same person is in no church, regardless of how many denominations he may

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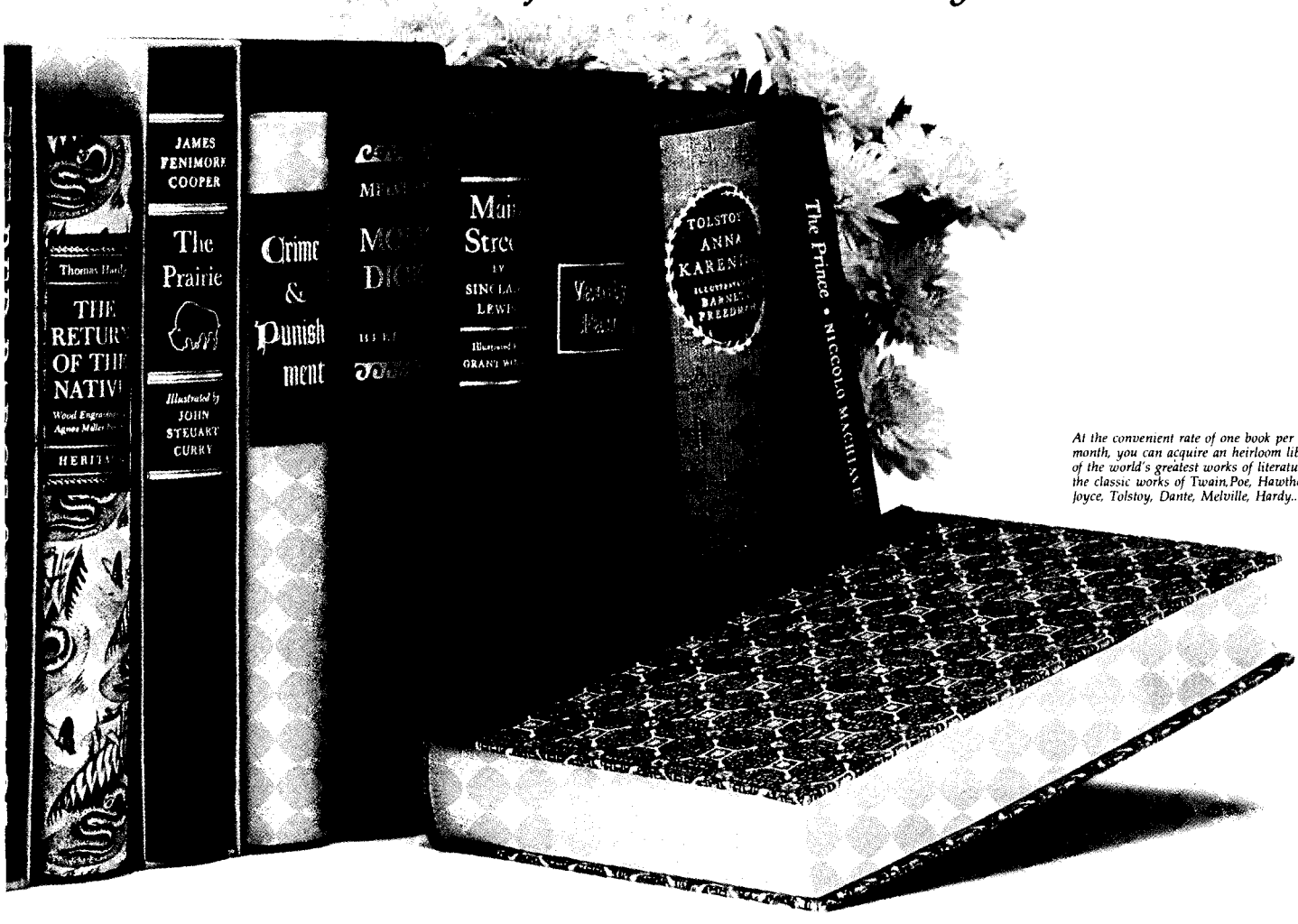

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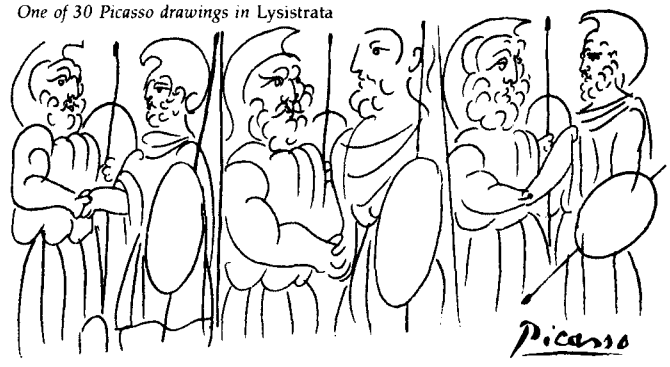

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lorman Rockwell's Tom Sawyer

Sherlock Holmes as seen by Frederic Dorr Steele

Greek comedy, *Lysistrata*, to see the beautiful young women and courageous warriors of ancient Athens through the eyes of Pablo Picasso. The original works he created expressly for this book now hang in the Museum of Modern Art.

To illustrate *The Adventures of Tom Sawyer* and *Huckleberry Finn*, The Heritage Club, in 1936, commissioned exclusive works by Norman Rockwell. For who better than the warm and witty Rockwell could capture the mischief of Tom and Huck in their meanderings along Twain's beloved Mississippi.

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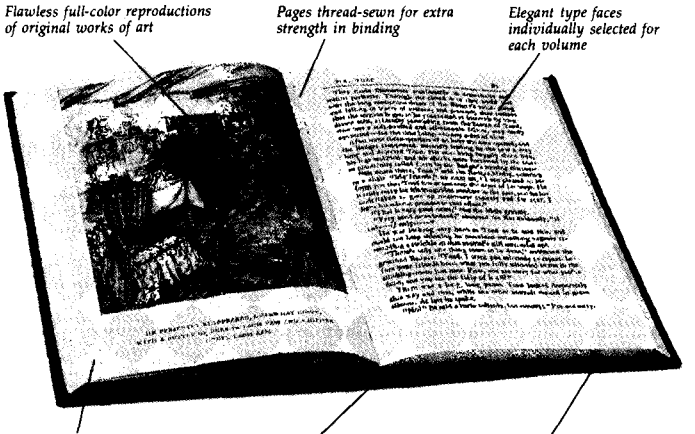
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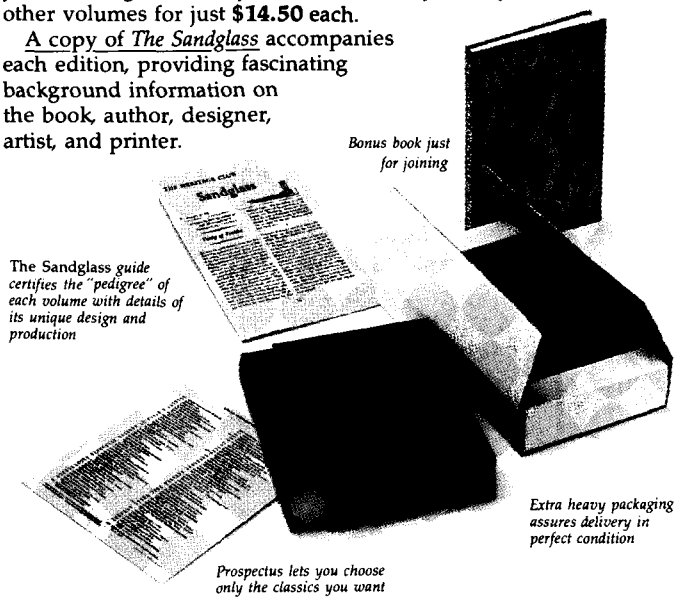
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join. Hebrews 13:8 says that Jesus is the same yesterday and today and forever, so it would seem to me he is still adding "as many as received him to his church." Mr. Lincoln probably recognized this and knew he could be a Christian, a child of God, without joining anything.

Carter N. Prine
Claremore, Oklahoma

Post a Medical Digest?

For some months, we have wondered at the apparent turn from a good wholesome family magazine, as it was for so very many years, to a magazine that got away from the wholesome stories and articles to the "medical digest" it has become.

I didn't know why all this was happening until the letter came with your signature and M.D. And who is the Benjamin Franklin Literary and Medical Society? I'll bet Ben would not like the connotation.

Thank God and Mary Baker Eddy for Christian Science. Please remove our name from your lists.

Phil W. Unger

The Trials of Evan Sholl

Here is the follow-up to your factual and possibly understated article concerning Mr. Evan Sholl and his cafeterias in Washington, D.C. ("Evan Sholl's Feast of Giving," December '82).

Washington, D.C., has just suffered another mini-riot. An apparently inept chief of police, claiming to have been taken by surprise, allowed a combination of radical rabble rousers and hoodlum opportunists to vandalize part of the business area. One of the businesses thoroughly rocked was Mr. Sholl's cafeteria at 15th and K Streets, N.W. As customers sought refuge under tables from flying glass, the scum had a field day smashing all of the windows. Possibly Mr. Sholl, like Job, is being "tried."

Edwin B. Feldman
Trappe, Maryland

Give Back "Gay"

It would be most pleasing for many of us if the media would discontinue using the word "gay" to describe the homosexual and/or lesbian. The word "gay" has been a lovely descriptive word for years and how or why these people acquired the use of the word is hard to understand. We want the word "gay" returned to us normal people, and the media could help do this. Why not start by eliminating the word "gay" from your magazine when describing a homo?

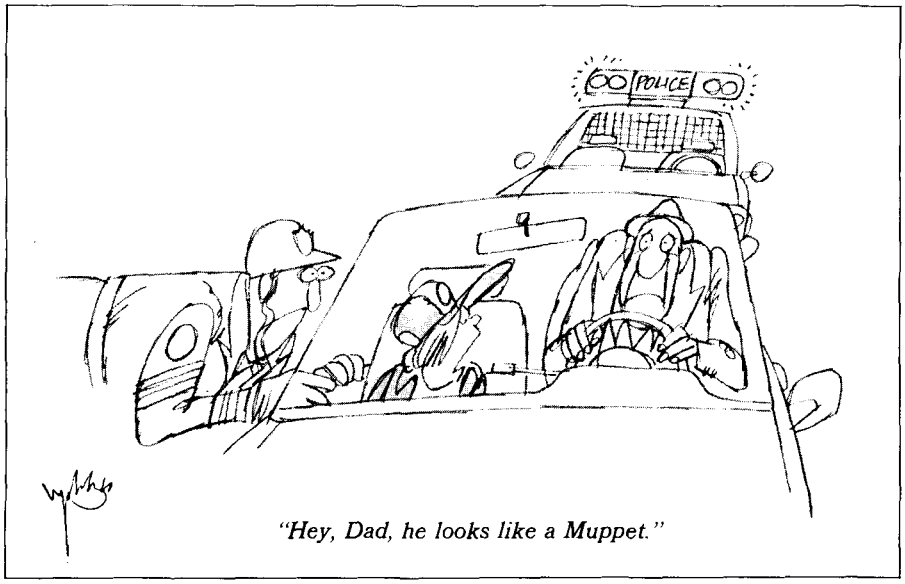
A Reader

Small Credit to Him

I read it, then reread it, then went back again and carefully read one word at a time of the Oral P. Small letter (December '82) wherein he hinted at knowing the cause and prevention of Infant Crib Death—but wouldn't divulge it unless assured of getting credit for it.

For the love of Heaven!

When even a straw to grasp at could be of help in solving this tragic happening, he wants ego-satisfying *credit* for it? For possibly saving babies' lives?



"Hey, Dad, he looks like a Muppet."

Usually I am not at a loss for words, but this one does it. I can only sit, mute, in stunned disbelief.

Iris Roberts Lyman
Fort Myers, Florida

Give Them Percale

I have never enjoyed an article as much as I did in reading "On Satin Sheets" by Maynard Good Stoddard in your November '82 issue. The way he phrased his words had me laughing so hard, because my husband and I had the same experience. We received a set of blue satin sheets as a gift. The whole bed seems to float away. Like Mr. Stoddard, give me percale anytime.

Bettie Storer
Athens, Ohio

Cancer in the Air

In response to your cancer survey, I am a flight attendent and am forced to inhale my passengers' smoke against my will. I work an average of eight flight hours per day, four days a week, and approximately one-half of the airplane passengers are smokers. And since a flight attendant works the whole cabin, we are constantly exposed to the smoke. It has been estimated that six flight hours are equal to two packs of cigarettes if the cabin is three-quarters full, but I do not know if this is accurate. I do know that after a two-hour flight, my lungs hurt as if I had smoked a pack of cigarettes.

What mystifies me is that our wonderful "OSHA" goes around this country spending our tax money making sure that other people work in a safe environment, but ignore flight attendants completely. My letters go unanswered.

Why am I forced to inhale second-hand smoke when it is a proven fact that it causes cancer? Why is the tobacco industry subsidized by our government? Why are cigarettes not outlawed in public places? Why do cigarette smokers feel it is their God-given "right" to give others cancer? Why isn't something done?

Why? Because the tobacco lobby is too strong and too rich. Flight attendants are not considered to be endangered—for every one who dies of lung cancer, there are 100 standing in line to take his/her place.

S.E. Maloney
Smyrna, Georgia

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An important message from PAUL NEWMAN and JOANNE WOODWARD

"We share our love with seven wonderful children we have never seen.

"We'd like to tell you why."

The seven children the Newman family sponsors are Pedro, Gustavo, Carlos, Johnny, Andres, Jaime, and Laki.

"For 16 years we've been Save the Children sponsors. We began by sponsoring a desperately poor little girl from the mountains of Colombia—a child who lived in a one-room hut and could only dream of attending school.

"It was a joy to share our good fortune with her and to know that she was blossoming because someone cared enough to help. It made us want to help other children in the same way. And now we sponsor seven children around the world. Children we have come to understand and love. Thanks to Save the Children.

"If you've ever wondered 'What can one person do?'—the answer is 'You can help save a child.' If you are touched by the plight of needy children, there is no better way than Save the Children to reach out to them with caring, comfort, and support.

"Please join us as a Save the Children sponsor. We've seen the wonders they can work. You'll see how much you really can do—in the eyes and in the progress of the child you sponsor. You'll bring new hope to a child you'll know personally, as we do, through photographs...reports...and letters you can exchange, if you wish.

"You'll see despair turn to hope, and you'll feel the personal reward of knowing what your love and support can do.

"The cost is so little. The need is so great. Won't you join us as Save the Children sponsors?"

A sponsorship costs only $16 a month—less than many other sponsorship agencies. Just 52¢ a day. Because 50 years of experience has taught us that direct handouts are the least effective way of helping children, your sponsorship contributions are not distributed in this way. Instead they are used to help children in the most effective way possible—by helping the entire community with projects and services, such as health care, education, food production and nutrition. So hardworking people can help themselves and save their own children.

Fill out this coupon...and share your love with a child.

☐ **Yes, I want to join the Newmans as a Save the Children sponsor. My first monthly sponsorship payment of $16 is enclosed. I prefer to sponsor a ☐ boy ☐ girl ☐ either in the area I've checked below.**

☐ Where the need is greatest	☐ Bangladesh	☐ El Salvador *	☐ Lebanon
☐ Africa	☐ Chicano (U.S.)	☐ Honduras	☐ Mediterranean
☐ American Indian	☐ Colombia	☐ Indonesia	☐ Mexico
☐ Appalachia (U.S.)	☐ Dominican Republic	☐ Inner Cities (U.S.)	☐ Nepal
		☐ Israel	☐ Southern States (U.S.)
			☐ Sri Lanka (Ceylon)

* LIFELINE Sponsorship—$14 monthly

Name_____
(Please print)

Address_____

City_____ State_____ Zip_____

☐ Instead of becoming a sponsor at this time, I am enclosing a contribution of $_____.

☐ Please send me more information.

Save the Children®

50 Wilton Road, Westport, Connecticut 06880
Attn: David L. Guyer, President

Established 1932. The original U.S. child sponsorship agency. YOUR SPONSORSHIP PAYMENTS AND CONTRIBUTIONS ARE U.S. INCOME TAX DEDUCTIBLE. We are indeed proud of our use of funds. Our annual report and audit statement are available upon request.

© 1983 SAVE THE CHILDREN FEDERATION, INC.

SEP 3/3

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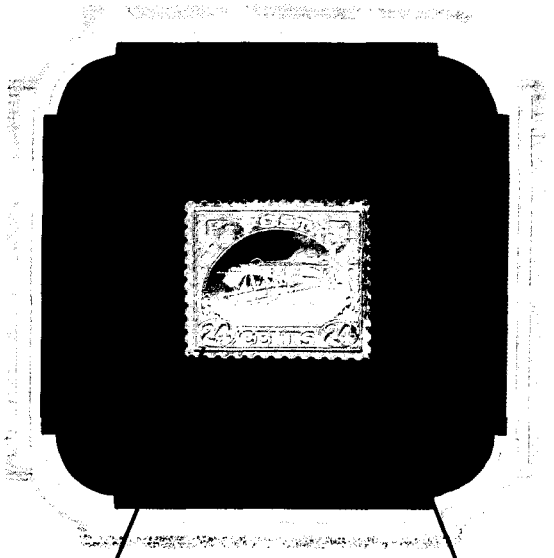
The collection of a lifetime comes true...

The 22kt Gold Collection of U.S. Classic Stamps

Exact replicas of America's rarest, finest, most valuable postage stamps on a gleaming surface of real gold. Available for just $5.50 each.

1918
Air Mail Issue



22kt Gold Replica
24¢ Inverted Jenny

Enlarged Reproduction
of the Original Stamp

First Day of Issue
of the Original Stamp:
May 13, 1918

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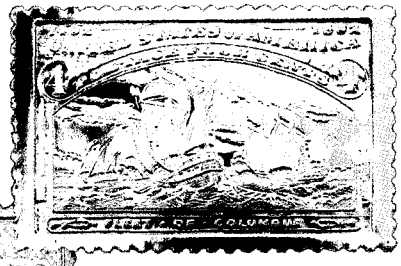
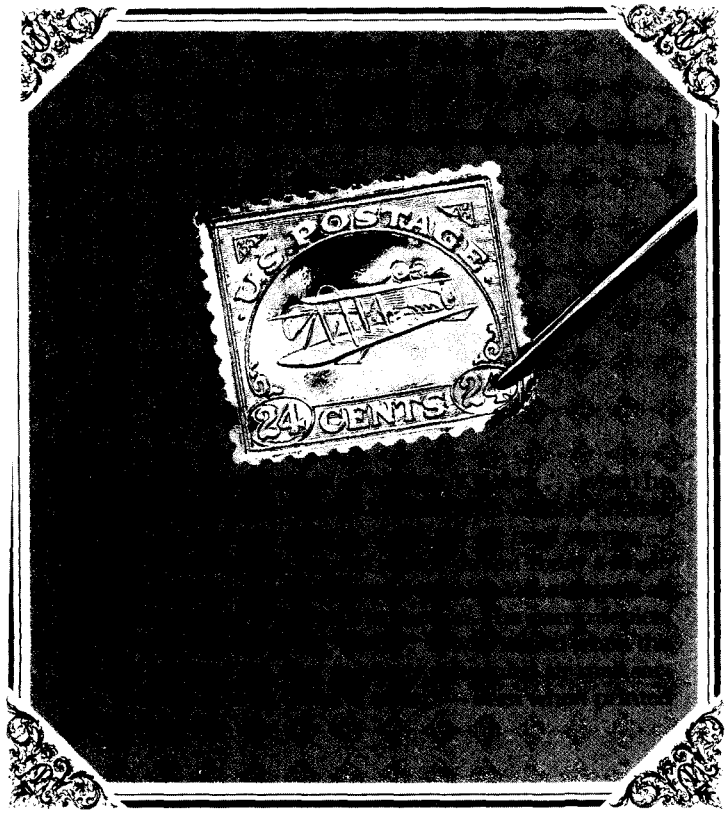
Imagine owning 100 of the earliest, rarest, and most valuable United States Postage Stamps ever issued—re-created on a gleaming surface of 22kt gold! Every U.S. definitive design from 1847 to 1869, including the first stamps ever issued by the U.S. Post Office! Every commemorative design from the first commemorative issue of 1893 through 1925! Every important U.S. stamp up to and including the George Washington Bicentennial Issue of 1932. Imagine your pleasure, your pride, the educational value for you and your family. Now you have the opportunity to acquire such an heirloom collection at the favorable original price of just $5.50 per replica!



These are the most spectacular replicas ever seen of America's greatest stamps—stamps that pay tribute to our greatest Presidents, Founding Fathers, and national leaders...stamps that established America's philatelic precedents and traditions...stamps that not only dramatize history, but *are* history!

A proud possession...a prized heirloom.

Even the most wealthy and determined collector would find it all but impossible to acquire the 100 original classic stamps represented in this landmark collection of gold replicas. America's early stamps were issued far less frequently than the stamps of today, and they were printed in much smaller quantities. Most of the highly desirable specimens remain in the collections of private individuals and museums. The greatest rarities are sold only at auction, at prices which command newspaper headlines and leave most collectors in awe. But now you can own replicas of 100 of the greatest American stamps—including virtually priceless rarities—magnificently created on a gleaming surface of 22kt gold.



Historic Stamps Whose Beauty Will Never Be Surpassed!

Your collection will include replicas of every significant and valuable U.S. stamp of the nineteenth and early twentieth centuries. It will begin at the beginning, with the very first U.S. stamps, issued in 1847 to honor George Washington, Father of Our Country, and Benjamin Franklin, Father of Our Postal System. It will include an inspiring series of stamps honoring the men who made America great—Thomas Jefferson, Andrew Jackson, Abraham Lincoln... Alexander Hamilton, Henry Clay, Daniel Webster...and the first U.S. stamp to honor a woman—Martha Washington.

Your collection will contain replicas of all the great pictorial issues that made American stamps internationally famous. The Post Rider & Horse and Locomotive stamps, issued in 1869, the year our Atlantic and Pacific coasts were first linked by rail. (Until that moment, the world had never seen a pictorial stamp, only portraits.) And with this breakthrough, made possible by advances in engraving, U.S. stamps began to portray the proud history of America's rise to prominence and power among nations.

The great Columbian Exposition Series of 1893 will be recreated in its entirety—the first U.S. stamps to be officially designated "commemorative" stamps. It consists of *sixteen* magnificent stamps—the full story of Columbus' journeys and discoveries, trials and triumphs.

This series was followed by the historic nine-stamp Trans-Mississippi Issue—the story of the winning of the West. And then the five-stamp Panama Exposition Issue... the three-stamp Pilgrim Tercentenary Issue...and many more.

Of course, no collection of U.S. classics would be complete without our magnificent early air mail stamps. The three spectacular Graf Zeppelin stamps, for instance... and the greatest rarity in U.S. philatelic history, the renowned "Jenny Invert," issued in 1918, the year the U.S. Air Mail Service was officially inaugurated. (For the fascinating stories of some of these classic stamps, be sure to read the descriptions accompanying the photographs.)

Each and every stamp re-created in this collection is a philatelic treasure. You'll be astonished by the details, the designs, the sheer dramatic impact. You'll admire the scrollwork, the lettering, the embellishments and rich ornamentation. Truly, these early American stamps have never been surpassed.

(continued on next page)

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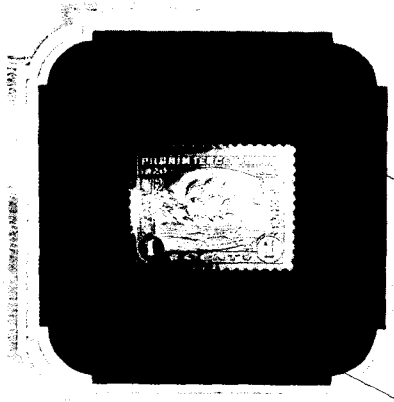
1920
Pilgrim Tercentenary Issue

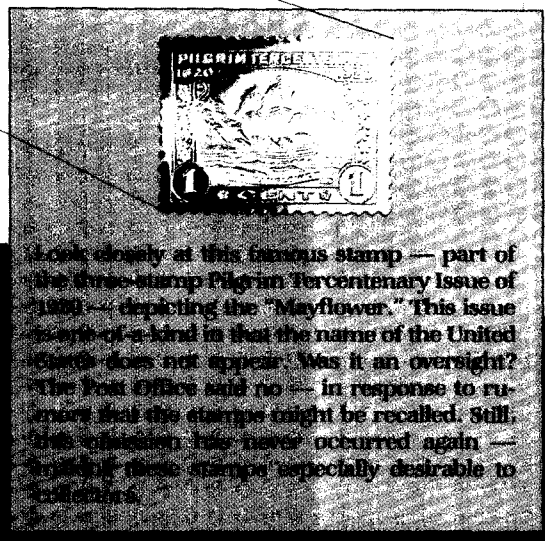


22kt Gold Replica
1¢ Mayflower

Enlarged Reproduction of the Original Stamp

1847
Regular Issue

22kt Gold Replica
5¢ Benjamin Franklin



Look closely at this famous stamp — part of the three-stamp Pilgrim Tercentenary Issue of 1920 — depicting the "Mayflower." This issue is worth a bird in that the name of the United States does not appear. Was it an oversight? The Post Office said no — in response to numerous pleas the stamps might be recalled. Still, this omission has never occurred again — making these stamps especially desirable to collectors.

Now...100 of the greatest U.S. Postage Stamps of all time will be authentically re- created on a gleaming surface of real gold!

(continued from previous page)

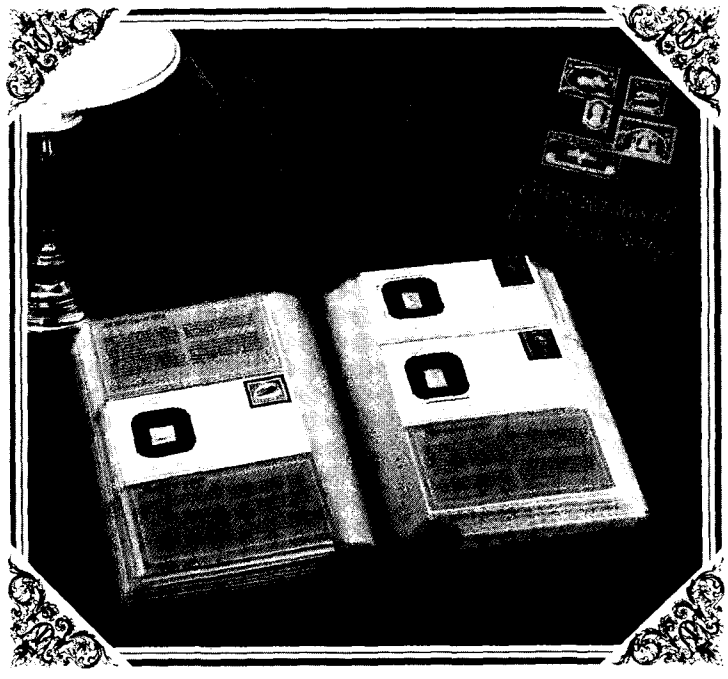
The artistry and beauty of these stamps is greatly enhanced by 22kt gold!

The exquisite designs of these stamps will be rendered all the more remarkable in raised frosted relief on a mirror-smooth surface of gleaming 22kt gold. Each replica will rival a magnificent medal or ingot. In fact, many of the same minting procedures will be employed: each gold replica stamp will be struck in flawless proof quality. The three-dimensional frosted image on the mirror-perfect surface will be brilliant and breathtaking.

To highlight the extraordinary beauty, each proof-finish gold stamp replica will be mounted on a rich velvety background—sealed within its own clear protective capsule, to guard against dust, scratches or harm from fingerprints. Then each gold replica will be beautifully displayed within a distinctive Presentation Cover. On each Cover will be a full-color reproduction of the original stamp, attesting to the faithfulness of the gold replica. As you examine the intricate details, you will see just how well the classic U.S. stamp has been captured in the gold replica!

A custom-crafted hardcover album will showcase your heirloom collection.

A custom-crafted collector's album, with your name embossed in gold on the cover, will be furnished at no additional charge. Inside the album, transparent vinyl pages will house your gold stamp replicas inside their distinctive Presentation Covers. You can remove each Cover for closer inspection, if you like—and each gold stamp replica will be twice protected—first, by the clear protective capsule and second, by the transparent vinyl pages.



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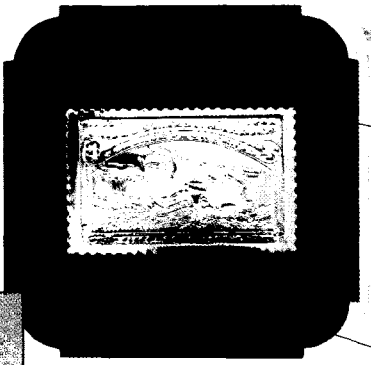
1893
Columbian Exposition Issue

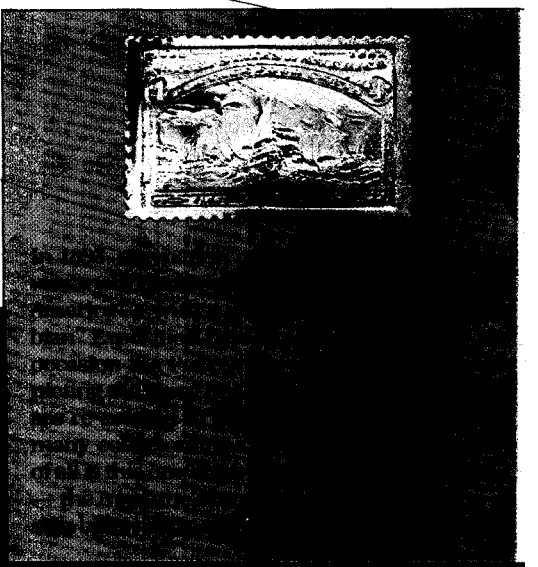
Enlarged Reproduction
of the Original Stamp



22kt Gold Replica
4¢ Fleet of Columbus

Enlarged Reproduction
of the Original Stamp

Benjamin Franklin was one of our nation's most beloved founding fathers . . . and America's first postmaster general. It was only fitting that he appeared along with George Washington, Father of our Country, on America's first two adhesive postage stamps, issued on the same day in 1847. Before these first stamps, local postmasters would accept letters and mark them "Paid" by means of pen and ink or hand stamps of varied designs.



Covers shown smaller than actual siz

Also included will be descriptive fact cards which will include special notes on the collection prepared by the experts of the Postal Commemorative Society. As you enjoy your collection, you will gain fascinating insights into the Golden Age of American Philately and the special significance of each classic stamp. You will be able to speak with knowledge and authority about the many treasures you own!

Please act promptly.

By subscribing now, you will be guaranteed acceptance at the favorable original issue price of just $5.50 per issue. This price will include the proof-finish gold replica stamps, the protective capsules, the Presentation Covers, the hardcover album, and the vinyl pages with descriptive fact cards.

You need send no payment now. Simply return your Reservation Application as promptly as you can. You will receive your gold stamp replicas at the convenient rate of three per month and you will be billed with each shipment. Naturally, you may discontinue your subscription at any time, for any reason.

This is truly a *golden* opportunity—your chance to own magnificent 22kt gold replicas of the greatest stamps in U.S. history...to share in America's early philatelic heritage... to bestow that heritage on future generations of your family. Return your reservation today!

Reservation Application 044

The 22kt Gold Collection of U.S. Classic Stamps

Postal Commemorative Society
47 Richards Avenue
Norwalk, Conn. 06857

Please reply by
May 31, 1983.

Please enroll me as a subscriber to *The 22kt Gold Collection of U.S. Classic Stamps*. I understand that the one hundred gold replicas in the collection will be sent to me at the rate of three per month (except the last month when I will receive four).

I will be billed $5.50 (plus $.50 shipping and handling) for each gold replica. A custom-crafted Collector's Album will be sent to me at no additional charge. I understand that either party may cancel this subscription agreement at any time.

Name _____

Address _____

City/State _____ Zip _____

Please print name to be shown on album.

_____

☐ As a convenience, I prefer to have *The 22kt Gold Collection of U.S. Classic Stamps* charged, at the time of shipment, to my:
☐ MasterCard ☐ VISA

_____
Credit Card Number Expiration Date

Signature _____

Allow 8-10 weeks for shipment of first set.

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Post People

Julie Andrews' recent appearance in Southeast Asia was business, but not show business. She spent 12 harrowing days visiting refugee camps and hospitals. The trip did win her some new fans, however—dozens of abandoned Amerasian children who were released through the efforts of herself and Operation California director Richard Walden.

A mere baby during the '40s, ***Ali MacGraw*** (here with ***Jan-Michael Vincent***) was too young to catch World War II, but she's had a chance to relive the action as Natalie Jastrow in ABC's "The Winds of War." The role, her first for television, has occupied most of Ali's time for the past two years. Now she is off to China to start filming "China Roads" for NBC.

Holly Coors

Malcolm Baldrige, Secretary of Commerce, is a firm believer that America is emerging from its recession on a sound basis. In fact, "Big Mac" spends much of his time explaining the plight of our economy and outlining to his audiences, eager for good news, the new direction for financial recovery in '83. "We must get the budget deficit down or surely it will come back to bite us," he warns.

It's not that parents ***Julie*** and ***David Eisenhower*** can't put shoes on their son, ***Alex***. But at age two, who needs shoes? Unless, that is, sister ***Jennie*** begins her "this little piggy" routine.

Holly Coors

Years ago, the ***Rev. Warren D. Ost*** had a vision: seminary students from all faiths involved in a summer program in our national parks. From this vision came the unique ACMNP (A Christian Ministry in the National Parks), with hundreds of students helping those in need and doing their bit to bring joy into America's already bountifully blessed park areas.

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Build a fascinating collection of old-time "Corner Store" mugs in fine porcelain, hand-decorated with 18kt gold.

in mugs shown
than actual size
height.

12 porcelain collector's mugs with the look and quality of highly prized mugs of the past —but at a fraction of the cost

© 1983 CS

Please order by March 31, 1983.
Limit: One collection per person.

Now you can recapture the simpler days of a more carefree America—with this unique set of collector's mugs that recall the color, spirit and atmosphere of an old-time Corner Store. Each mug bears an original design taken from a famous turn-of-the-century trademark. These are the familiar emblems for products that graced the shelves and counters of those friendly emporiums many years ago.

Here is the dashing messenger from Whitman's Sampler ... the famous Bon Ami chick ... the little Morton Salt girl with her umbrella ... the happy-faced young lady on the Ralston Purina cereal box ... the two winsome misses who extolled the virtues of Lydia E. Pinkham's Vegetable Compound ... Twelve delightful mugs in all, each fully authenticated by the company that authorized its creation.

Colorful, distinctive and fascinating, these handsome collector's mugs will be prized today for their nostalgic appeal—and appreciated more and more as the years go by.

The Corner Store Mugs will be crafted in fine porcelain—and fired at high temperatures to set their bright, ceramic colors. For a final touch, each imported mug will be hand-decorated with a band of 18 karat gold. Yet for all this craftsmanship and quality, your price is just $9.95 per mug.

To display the collection to its best advantage, you will receive—at no added charge—a custom-designed wooden rack fitted with pegs for all 12 mugs. You will also receive a specially-written folder with each mug telling the intriguing story of the trademark it bears.

The Corner Store Mug Collection is being crafted exclusively for The Collectors Studio. To acquire the collection, please be sure to mail the order form on this page directly to The Collectors Studio Inc., 800 Third Avenue, New York, N.Y. 10022 by March 31st.

The Collectors Studio stands behind the quality of its work. You may return any mug for any reason, within 15 days for your choice of replacement or a full refund.

THE COLLECTORS STUDIO
New York • London • Paris • Tokyo

ORDER FORM

THE CORNER STORE PORCELAIN MUG COLLECTION

Please mail by March 31, 1983.

The Collectors Studio Inc.
800 Third Avenue
New York, N.Y. 10022

Please enter my order for The Corner Store Mug Collection consisting of 12 fine porcelain mugs hand-decorated with 18 karat gold.

I need send no money now. My collector's mugs will be sent to me at the rate of one per month and I will be billed $9.95* for each one prior to shipment. A custom-designed wooden display rack, and informative literature on each mug, will be provided at no additional charge.

I may return any mug within 15 days for my choice of replacement or a full refund.

**Plus my state sales tax and 75¢ for shipping and handling.*

Signature _____
ALL ORDERS ARE SUBJECT TO ACCEPTANCE

Mr.
Mrs.
Miss _____
PLEASE PRINT CLEARLY

Address _____

City _____

State, Zip _____

FOR FASTEST SERVICE, CALL TOLL FREE:
1-800-345-8500 - 24 HOURS A DAY.

17

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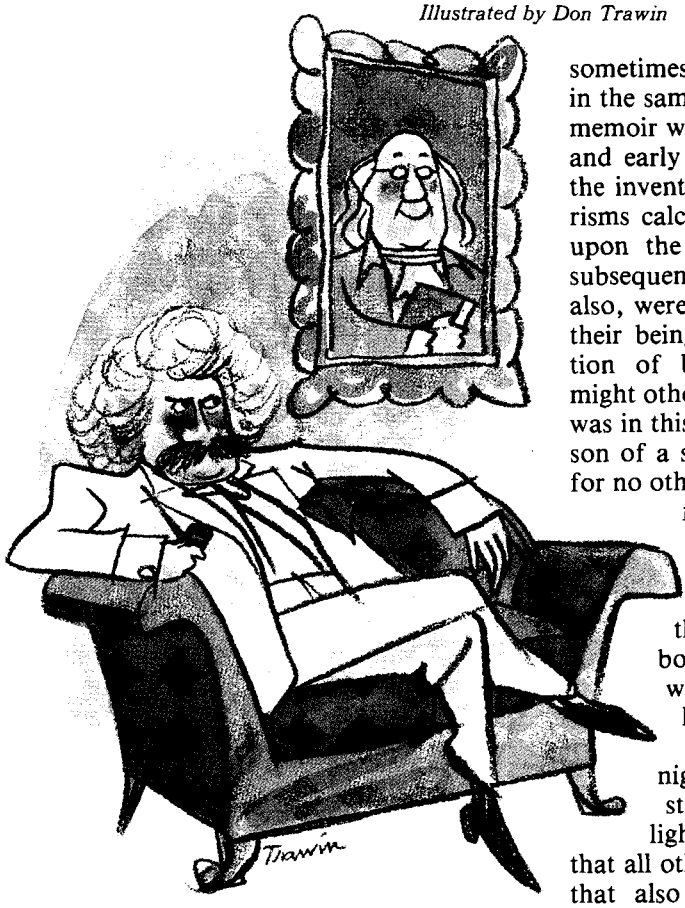
THE LATE BENJAMIN FRANKLIN

Early to bed and early to rise may
make one healthy and wise, yet many a kid
made to measure up to Franklin's high-falutin' maxims
may wish the old inventor had kept his mouth
shut and stuck to flying kites.

by Mark Twain

Illustrated by Don Trawin



["Never put off till tomorrow what you can do day after tomorrow just as well."—B.F.]

This party was one of those persons whom they call Philosophers. He was twins, being born simultaneously in two different houses in the city of Boston. These houses remain unto this day and have signs upon them worded in accordance with the facts. The signs are considered well enough to have, though not necessary, because the inhabitants point out the two birthplaces to the stranger anyhow, and sometimes as often as several times in the same day. The subject of this memoir was of a vicious disposition and early prostituted his talents to the invention of maxims and aphorisms calculated to inflict suffering upon the rising generation of all subsequent ages. His simplest acts, also, were contrived with a view to their being held up for the emulation of boys forever—boys who might otherwise have been happy. It was in this spirit that he became the son of a soap-boiler, and probably for no other reason than that the efforts of all future boys who tried to be anything might be looked upon with suspicion unless they were the sons of soap-boilers. With a malevolence which is without parallel in history, he would work all day, and then sit up nights, and let on to be studying algebra by the light of a smoldering fire, so that all other boys might have to do that also or else have Benjamin Franklin thrown up to them. Not satisfied with these proceedings, he had a fashion of living wholly on bread and water and studying astronomy at mealtime—a thing which has brought affliction to millions of boys since, whose fathers had read Franklin's pernicious biography.

His maxims were full of animosity toward boys. Nowadays a boy cannot follow out a single natural instinct without tumbling over some of those everlasting aphorisms and hearing from Franklin on the spot. If he buys two cents' worth of peanuts, his father says, "Remember what Franklin has said, my son—'A groat a day's a penny a year' "; and the comfort is all gone out of those peanuts. If he wants to spin his top when he has done work, his father quotes, "Procrastination is the thief of time." If he does a virtuous action, he never gets anything for it, because "Virtue is its own reward." And that boy is hounded to death and robbed of his natural rest, because Franklin said once, in one of his inspired flights of malignity:

> Early to bed and early to rise
> Makes a man healthy and wealthy
> and wise.

As if it were any object to a boy to be healthy and wealthy and wise on such terms. The sorrow that maxim has cost me, through my parents experimenting on me with it, tongue cannot tell. The legitimate result is my present state of general debility, indigence and mental aberration. My parents used to have me up before nine o'clock in the morning sometimes when I was a boy. If they had let me take my natural rest, where would I have been now? Keeping store, no doubt, and respected by all.

And what an adroit old adventurer the subject of this memoir was! In order to get a chance to fly his kite on Sunday, he used to hang a key on the string and let on to be fishing for lightning. And a guileless public would go home chirping about the "wisdom" and the "genius" of the hoary Sabbath-breaker. If anybody caught him playing "mumble-peg" by himself, after the age of 60, he would immediately appear to be ciphering out how the grass grew—as if it was any of his business. My grandfather knew him well, and he says Franklin was always fixed—always ready. If a body, during his old age, happened on him unexpectedly when he was catching flies, or making mud-pies, or sliding on a cellar door, he would immediately look wise, and rip out a maxim, and walk off with his nose in the air and his cap turned wrong side before, trying to appear absent-minded and eccentric. He was a hard lot.

He invented a stove that would smoke your head off in four hours by the clock. One can see the almost devilish satisfaction he took in it by

continued on page 93

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We're looking for people to write children's books

Writing for children is the perfect way to take up writing, says the author of 53 children's books. Your ideas come right out of your own experience. And while it's still a challenge, it's probably the straightest possible line between you and publication—if you're qualified to seek the success this rewarding field offers.

By Alvin Tresselt, Dean of Faculty

IF you want to write and get published, I can't think of a better way to do it than writing books and stories for children and teenagers. Ideas flow naturally right out of your own life experience. While it's still a challenge, the odds of getting that first unforgettable check from a juvenile publisher are better than they are from just about any other kind of publisher I know.

Later on, you may get other checks from other publishers. But right now, the object is to begin—to break into print—to learn the feeling of writing and selling your work and seeing your name in type. After that, you can decide if you want your writing to take another direction.

But after 30 years of editing, publishing, and teaching—and 53 books of my own—I can tell you this: You'll go a long way before you discover anything as rewarding as writing for young readers.

Your words will never sound as sweet as they do from the lips of a child reading your books and stories. And the joy of creating books and stories that young people 'really like' is an experience you'll never have anywhere else. (In this age of boob tube illiteracy, convenient morality, and plastic values, *do you know of a more important audience?)*

A surprisingly big market

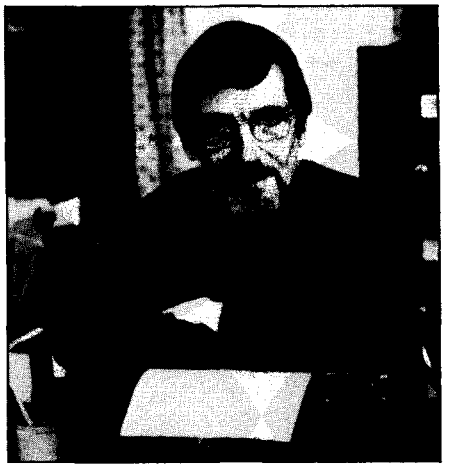
But, that's not all. The financial rewards go far beyond most people's expectations because there's a surprisingly big market out there for writers who are trained to crack it. More than 130 million young people's books are purchased each year. Between 2,000 and 2,500 new titles appear annually and new authors account for as many as half of them.

There are also 250 monthly magazines looking for material for young readers. You can imagine how much writing it takes just to keep them going!

Yet two big questions bedevil nearly every would-be writer: "Am I really qualified?" and "How can I get started?"

'Am I really qualified?'

This is our definition of a "qualified person": It's someone with an aptitude for writing who can take constructive criticism, learn from it, and turn it into a professional performance. That's the only kind of person we're looking for. The reasons are simple: Our reputation is built on success, and if prospective students don't have the earmarks of success, we probably can't help them. And we tell them so. It's only fair to both of us.



Alvin Tresselt was Vice President and Executive Editor of Parents' Magazine Press, the first editor of *Humpty Dumpty's Magazine for Children,* and a board member of the Author's Guild. His 53 books for young readers have sold over two million copies.

To help us spot potential authors, we've developed a revealing test for writing aptitude. It's free, and we don't charge for our evaluation. But no one gets into The Institute without passing it. Those who pass and enroll receive our promise: You will complete at least one manuscript ready to submit to a publisher by the time you finish the Course.

When we teach, you learn

I've learned a lot about writing for children and I love it. Now I'm passing my knowledge on to my students so they can profit from it. When I'm not writing my own books I spend my time at The Institute of Children's Literature, a workshop for writers that does only one thing and does it better than any other educational institution I know of: It trains qualified people to write for the young reader.

This is the way I work with my students, and my fellow instructors—all of whom are experienced writers or editors—work more or less the same way.

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'Now...I am a *writer!*'

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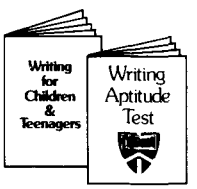

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NORTH CAROLINA'S DETERMINED DEAN

Driven by discipline, basketball coach Dean Smith molds UNC players into competent students and solid masters of the game who are coveted by the pros.

by Barry Jacobs

The scene was the perennially intense final game of the Atlantic Coast Conference Tournament—North Carolina playing Virginia, the top-ranked college basketball team of 1982 against the second-rated squad. As the game progressed, UNC clung to a slim lead, forced to probe for weaknesses in a formidable Virginia zone defense anchored by 7'4" center Ralph Sampson, two-time player of the year.

With about eight minutes left and his team still barely ahead, North Carolina coach Dean Smith coolly decided to force the issue. Safe to say, most of those watching the nationally televised game wanted to see the players have at it to the end with the matchup of talents and the bounce of the ball determining the outcome. But the mild-mannered Smith had other ideas. "He tries to mask it and keep it inside, but he's a competitive sucker," confided Larry Brown, a Smith protege now coaching the NBA's New Jersey Nets.

Once hanged in effigy on the UNC campus, Dean Smith has emerged as one of the most successful and respected college coaches of modern times.

Smith was intent on seeing his team beat Virginia, and as always, he was prepared to do anything within the rules, no matter how unpopular, to achieve his goal. And he knew his next move would be unpopular. "The easiest way to coach is to do everything the crowd wants you to do," he had said earlier in defense of his tactics. "Don't ripple the waves. But you know the game better than the crowd knows it or you shouldn't be coaching. So you've got to make some decisions."

What Smith decided to do was order his team to slow the action to a crawl, forcing Virginia to either abandon its preferred defense or, as happened, watch the Tar Heels run out the clock. The strategy worked perfectly and Carolina won the contest by two points. Five games later, the Tar Heels defeated Georgetown, 63-62, to give Dean Smith his first National Collegiate Athletic Association title.

But Smith's strategy in the Virginia game was not soon forgotten, loosing a lingering storm of criticism that one NCAA officia said was unlike anything he had ever seen in college ball. Within months, a rash of potentially revolutionary experiments aimed at thwarting slowdowns swept the NCAA.

At the center of the storm, Smith remained unmoved. "I want to use my talent within the rules. That's my job as a coach," he told the press, displaying more emotion than he usually permits himself in public. "We aren't going to change the way we play, even though some of you think we should."

Those who believed that the new rules would bring Smith down a notch were mistaken, however. The slowdown, particularly Smith's innovative and infamous Four Corners Delay, is only one weapon in a variegated arsenal. North Carolina may be known for its dilatory tactics, but it customarily ranks among the national leaders in scoring. Take away the stall and the Tar Heels have the talent and training to run, run, run.

When it came time for the ACC to consider rules to combat the stall, Dean Smith was at the forefront of the movement. He had preferred a stepped-up pace all along, he noted, citing facts to prove his contention. The dichotomy thus revealed, between perception and practice, is typical of Smith, whose careful control of himself and his basketball program have made him a successful but enigmatic figure.

The fickle nature of public sentiment is not lost on the 52-year-old Smith, an amiable man discomfited by the cloying mixture of awe, passion and devotion with which he and his teams are regarded in North Carolina. When given the opportunity, Smith readily criticizes Americans' "success syndrome," which plagued his early years at Chapel Hill and, one suspects, confirmed his reclusive tendencies. "People who have inner strength, inner affirmation, don't need the external affirmation associated with the winning team," said Smith. "Those who don't have that inner feeling depend on sports to give it to them. That, I think, is the wrong use of sports."

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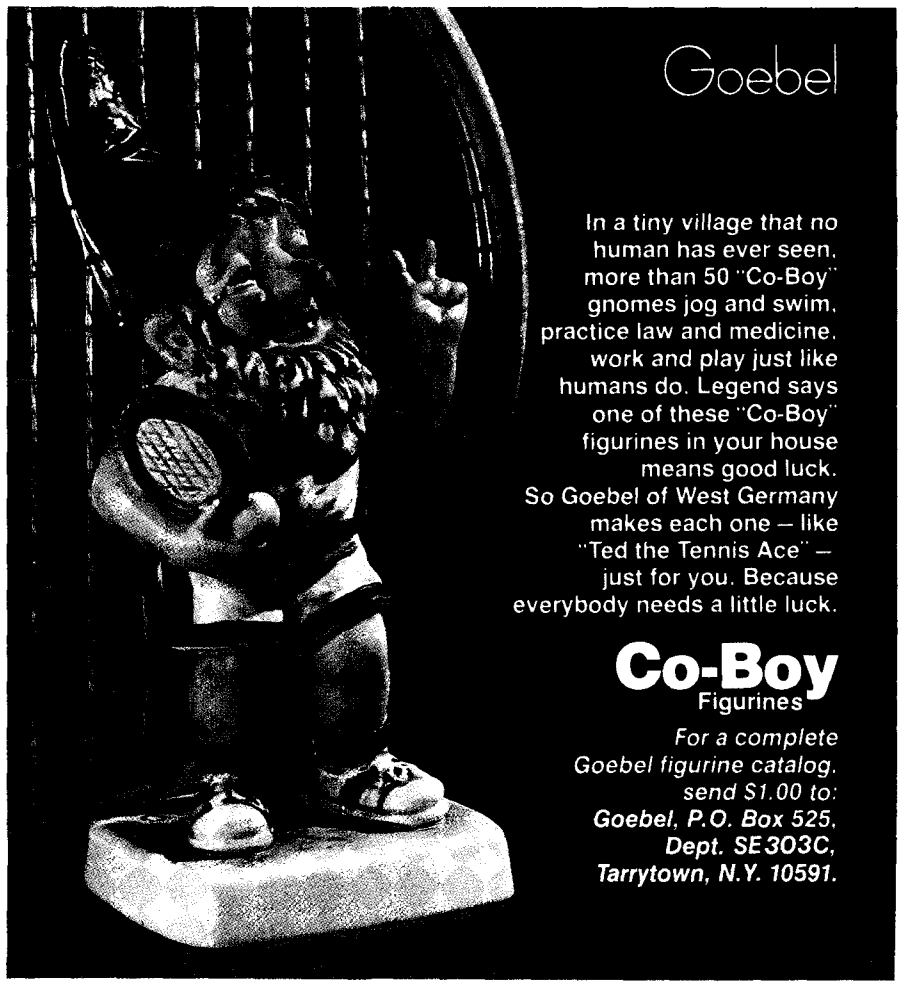
A shy, unknown Carolina assistant, Smith had a difficult time winning fan support after replacing flamboyant Frank McGuire as UNC head coach in 1961. Besides the unflattering personal contrast with McGuire, the Emporia, Kansas, native had to live up to memories of McGuire's 1957 NCAA crown and to the strict conditions of the NCAA probation his predecessor left behind, too. Amidst a five-year stretch when his teams won no more than 16 games per season while rival ACC schools reached the NCAA Final Four almost yearly, Smith was hanged in effigy on the UNC campus.

Since 1967, though, only one of his teams has won fewer than 21 games, and the former defensive specialist has emerged as one of the most successful and respected college coaches of modern times.

With the seventh-best winning percentage in history (.763 entering the 1982-83 season), Smith has led four of his teams to the NCAA championship game and three more to the semifinals, a record matched only by UCLA's legendary John Wooden. For 16 consecutive years, his teams have been invited to postseason tournaments and finished first or second in the tough ACC. Smith has produced more All-American players than any other active coach, among them two current NBA head coaches and some of the pro game's great stars. During the summer of 1976, he guided the U.S. Olympic basketball team to a gold medal. And through 21 seasons at Carolina, 121 of 128 of Smith's lettermen have graduated.

Characteristically, Smith downplays his accomplishments. "I think in American society you keep score, so they're going to keep a record," he demurs. Yet even as he appears to discount his success, Smith remains vigorously determined to perpetuate it and enduringly mindful of efforts to denigrate it. After his team finally won an NCAA championship, he made a point of verbally thumbing his nose at a criticism of his coaching voiced years before. He talks easily of disregarding winning and losing and simply allowing players to have fun, yet imposes a coaching imprint so pronounced his shaping hand almost materializes on the basketball court.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Such contradictions, and the manner in which Smith publicly dismisses them, make him a difficult man to fathom.

Insiders insist he is an extraordinary person. Stories abound attesting to his kindness and thoughtfulness, from his willing response to mail to his quiet participation in local integration efforts to his ongoing interest in assuring that former Carolina players, even team managers, have decent jobs and a place to turn for counsel. "He always seems to be doing things for other people," Brown said.

"Almost all of his players, from the time they come there, stay with the program," said Homer Rice, athletic director at UNC from 1968 through 1976. Only four players have transferred from Carolina during Smith's regime. "It just grew into a family of basketball people unlike anything I've ever seen."

Bill Guthridge, a Smith assistant for 16 years, summarized it best. "It's really a simple thing that some people try to make a complicated thing. He's just a very smart, intelligent, caring person. And his occupation is as a basketball coach, and he's very good at it. He's got a few close friends, but he's no glad-hander. He really cares about his former players—their jobs, their families—and the players still in school."

Away from basketball, Smith keeps his affairs to himself. His circle of friends is neither very large nor very visible. He turns down numerous paying offers to speak to business groups. He shuns commercial endorsements. He tells reporters to talk about his players rather than focus on him. "Because there's interest, the coach gets too much attention, too much credit and too much blame," he insists.

The father of five children, he has shielded his family from the limelight as much as possible. His wife, Linnea, a Chapel Hill psychiatrist, and his three grown children (the youngest, his only son, is 24) by his first marriage in turn shield him from interviewers. Except for errant details about his enjoyment of jazz and recreational golf and tennis, the aspects of his family life, from his divorce ("the most traumatic thing I

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have ever been through") to his involvement with his two preschool-age daughters by Linnea, remain firmly tucked from sight.

Still, the outline of Smith's personality emerges in his basketball program. "We never think in terms of who's going to get the points. We're worried about North Carolina getting the points," he explains. From their first day of practice as freshmen, UNC players learn an order of priorities on and off the court that requires subordination of the individual—and of temporary gratification—to achieve more lasting results. As Smith puts it, "The truly free person in society is a disciplined person." Through discipline in the Smith system, players mature into competent students and masters of the game who are coveted as pro prospects.

Smith himself has rejected quite a few lucrative offers to coach in the pros. And he shows no sign of weariness with the recruiting, the counseling, the repetition that goes into college coaching, finding instead a constant challenge and a satisfying sense of renewal. "Each year your personnel is different, so you've got to start all over again," he said, sounding pleased. "I don't know what else I'd be doing."

Smith's association with the game traces back to his boyhood, when his father, Alfred, coached high school basketball, as well as football, baseball and track. Young Dean was not only a bright pupil in the classroom but an avid student of sports, choosing positions that demanded a quick wit and a steady, selfless hand.

At the University of Kansas, which he attended on an academic scholarship, he concentrated his studies in physical education and mathematics. "I wanted to be a high school math teacher and coach," he said, taken with his father's happiness. At Kansas, he found he wasn't much of a football player, though, so he stuck with basketball, playing second-string guard on teams coached by Phog Allen, one of the game's greats. Smith played little but saw and absorbed a great deal as the Jayhawks won an NCAA title in 1952 and finished second in 1953. When Smith opted not to attend medical school, he became a graduate assistant basketball coach, launching a coaching career that has

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lasted 30 years.

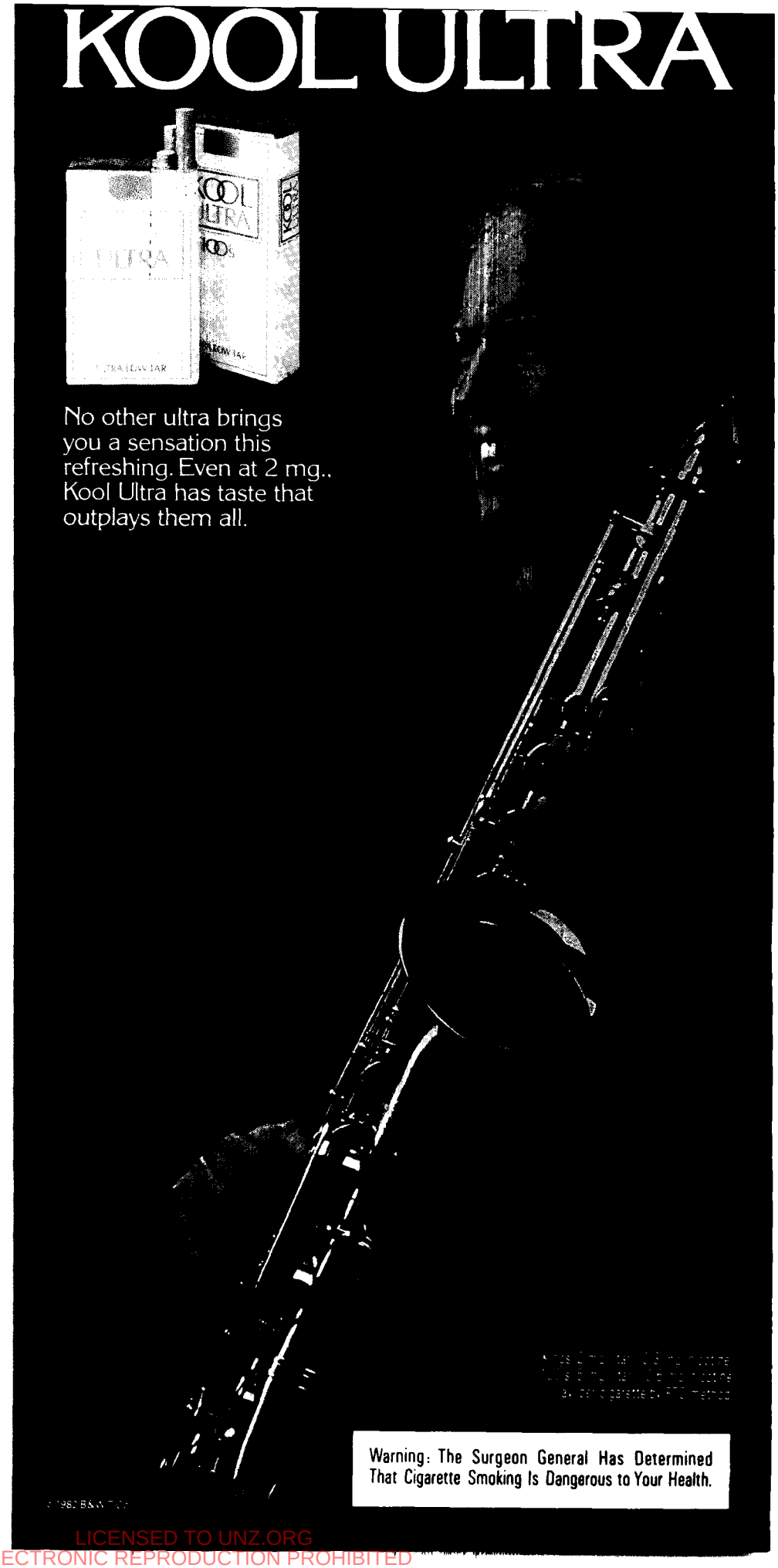
Beyond the influence of basketball mentors, Smith's coaching has been shaped by a seldom-spoken personal philosophy that merges the teachings of his Baptist background with more recent study of Christian thinkers such as Paul Tillich and Dietrich Bonhoeffer. "The bottom line is to be a part of the world's cure, not its problems. If you do that, you've started. That's a beginning," Smith conceded.

Consequently, even at a time when college athletics are rife with cheating and duplicity and evermore oriented toward the power of the dollar, no taint of scandal has marred Smith's basketball program. Smith's proudest record, according to Guthridge, his assistant, is his players' rate of graduation. "He stresses 'student-athlete,' " said Michael Jordan, sophomore star of this year's Carolina squad.

"When you total it all up, we're still in education," said Homer Rice, now athletic director at Georgia Tech. "When you look at that, I think Dean Smith has accomplished more than anyone else in college basketball. . . . Dean Smith exemplifies what collegiate athletics should be at the highest level."

Smith squirms in the face of such accolades, just as he is reticent to take public credit for his teams' successes. "He doesn't want to be the star of this club," Jordan said approvingly. But if a situation arises where a firm, unflinching command is required, if a time comes when the dictates of the crowd must be defied, Smith has proven in many games that he will not hesitate to follow his finely honed basketball instincts wherever they may lead. "I think you cannot do your job and say, 'Here's the ball, gang,' and the players will go out and they won't live up to their potential. A coach is supposed to bring them together as a team," he said. "What we kind of do is discipline them first and then say, 'Now you're free.' "

With one of this season's top teams, Smith is seeking to take his third straight team to the finals, where he could become the first coach since Wooden to win consecutive national championships. Whether or not he succeeds, it will not diminish the luster of a career that has enlarged his sport.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No other ultra brings you a sensation this refreshing. Even at 2 mg., Kool Ultra has taste that outplays them all.
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A renowned sailing ship artist creates his first work in porcelain . . .

THE GREAT CLIPPER SHIPS

by L.J. Pearce

A powerful series of twelve collector plates,
each a magnificent example of the long-established tradition
of marine art on fine porcelain.

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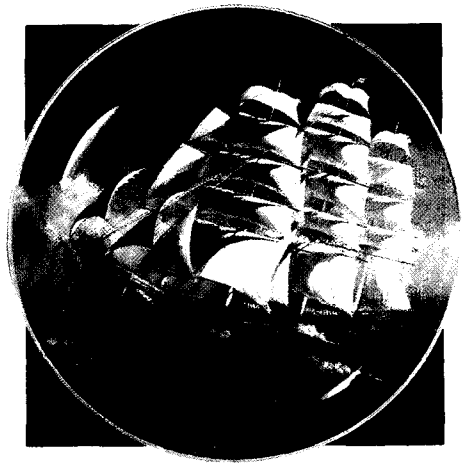
Advance ordering deadline: March 31, 1983

The majestic clipper ships ... the speediest, most graceful sailing ships ever to sail the seven seas. They set speed records which stand to this day, and they inspired a tradition of seafaring art that continues to attract a wide following. In our own time, perhaps no other artist has better captured the drama and power of these magnificent ships or the excitement of the clipper ship era than Britain's L.J. Pearce.

Stirring art by an internationally acclaimed marine artist

During a distinguished career devoted to re-creating on canvas the force and intensity of the sea, Pearce has won the acclaim of critics and collectors throughout the world. His recent exhibits include important showings at the Kennedy Galleries in New York, the Royal Society of Marine Artists, Guildhall, London; and the Mystic Seaport Museum in Connecticut, where his works are included in the permanent collection. In addition, he was commissioned to create a series of original works portraying the tall ships of "Operation Sail"—considered by many to be the most memorable event of America's Bicentennial celebration.

Loaded with gold dust valued at over 200,000 pounds sterling, the American *Red Jacket* cautiously picks her course through treacherous ice off Cape Horn.



The famous British Clipper *Cutty Sark* is shown in a spar-cracking "tea race" from Shanghai to London, leading her arch rival *Thermopylae*.

Now, at the height of his career, L.J. Pearce has created his *first* work of art in fine porcelain—"The Great Clipper Ships." A series of twelve collector's plates portraying the majesty and strength of the fastest and most beautiful ships the world has ever seen.

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The splendor of sea and sail ... captured with vigor and intensity

The plates themselves will be large in size—9 inches in diameter—allowing full scope for Pearce's finely detailed portraits of the lean-hulled, tall-sparred clippers. And to capture the essence of these beautiful ships, Mr. Pearce has used a full palette of colors—as many as 15 on each plate. These will be fired on at a temperature of 800° C to ensure a beautiful glaze and a richness of color that will keep its freshness forever.

To provide a distinctive finishing touch, each plate will be bordered with a band of pure 24 karat gold, hand-applied to its rim.

These plates will be created under the careful supervision of Franklin Porcelain in Japan, home of some of the world's most talented porcelain craftsmen. Throughout every step, the plates will reflect the standards of excellence that distinguish the finest works of art in porcelain.

Pearce's very beautiful and marvelously romantic works of art have been commissioned by Franklin Porcelain especially for this issue and are available *only* on these fine porcelain plates. This is a collection that will be enjoyed and prized by all who love the legend and lore of the sea, the splendor and grace of sailing ships, and the rich beauty of art in fine porcelain.

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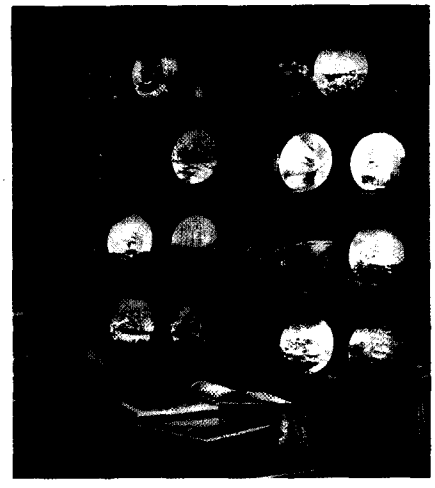

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The *Sea Witch* off Hong Kong ready for her 74-day, 14-hour run to New York—a record she holds to this day.
Shown smaller than actual plate size of 9" in diameter.

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COUNTERING THE HEART ATTACK

In no other field of medicine have so many advances been made so quickly as in the battle against cardiovascular disease.

by Myron H. Weinberger, M.D.

When people ask me the best way to prevent a heart attack, I tell them to begin in childhood with good health habits. This means eating a well-balanced diet with less sugar and saturated (animal) fats. It means reducing the intake of sodium (salt), maintaining an ideal body weight to decrease the likelihood of diabetes and high blood pressure and following a regular exercise program to make the heart and circulatory system more efficient. Unfortunately, the news that heart disease is closely related to diet and lifestyle is still relatively recent and often ignored. Vascular disease remains our major health problem, responsible for 650,000 premature deaths in the United States last year, but we are making significant progress in diagnosing and treating it.

Until recently, the only way to diagnose coronary-artery disease relied on the symptoms of chest pain signaling inadequate blood supply to the heart muscle. Unfortunately, when this pain is associated with myocardial infarction, one-fourth of the patients die before reaching a hospital. Now there are better ways to determine if coronary-artery disease is present. One is the "stress test," an application of the cardiogram to determine if the heart is being deprived of blood supply during vigorous exercise. Unfortunately, only an abnormal stress test is meaningful, since it is possible to pass a normal stress test and still have coronary-artery disease.

A more certain test is a coronary arteriogram. Here a thin plastic tube (catheter) is inserted into an artery in the arm or groin and is threaded into the coronary arteries so that dye can be injected and x-rays made. These x-rays can then be studied to determine if there is a narrowing or a spasm of the coronary arteries. This is an uncomfortable procedure at best and carries some degree of risk. The process of pushing the catheter along the artery can dislodge fatty material and even cause a heart attack.

Between 39 and 77 percent of deaths from cardiovascular disease are potentially preventable, based upon experience in other industrialized countries.

More recently, space-age technology has been applied to obtain information about the blood supply to the heart without subjecting the patient to the risks of arteriograms. Echocardiography, for example, employs high-frequency sound waves, directed toward the heart from the chest, to determine the extent and progression of heart-muscle damage during and after a heart attack. New advances in this particular technique may permit its use in the future to determine blood flow, clots or fatty deposits in the coronary arteries.

Another recent application of new technology has been the use of radioisotopes to evaluate the blood supply to the heart and the function of the heart muscle. A radioactive substance is injected into a vein, and its course in the coronary arteries and heart muscle is determined by a special camera that uses a computer to enhance the detection of radioactivity in the heart. The computer era has produced many other new diagnostic techniques that are being examined for their value in diagnosing heart disease. These include computerized tomographic (C-T) scanning, which permits discrimination of organs, tissues and major blood vessels in the body based on differences in density. Two- and even three-dimensional reconstruction of these special "views" inside the body are formed on a computer screen or x-ray film without actually entering the body. Another computer technology already in use is the Digitized Subtraction Intravenous Angiography (DSIA). In this procedure, an x-ray dye is given intravenously. X-rays are taken as the dye passes through the heart and blood vessels and are then fed into a computer that eliminates the background and focuses on outlining a particular blood vessel. While still being refined, this technique has already been useful in diagnosing many kinds of blood-vessel diseases. Other procedures of the future presently under development are positron emission tomography (PET) and nuclear magnetic resonance (NMR), medical applications of new advances in physics.

New treatments may prevent or delay heart attacks or reduce the likelihood of additional heart attacks in those fortunate enough to survive one. Obviously, control of blood pressure, blood sugar and blood-fat levels as well as avoidance of cigarette smoking are the first steps. More recently, it has been shown that the simple and inexpensive headache remedy aspirin, if taken once a day or even every other day, can decrease the occurrence of heart attacks in a group of men likely to have them. Medical researchers think this protective action of one aspirin is due to its effects in decreasing the production of substances in the blood from the prostaglandin family, called *thrombox-*

continued on following page

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Puritan vs. Cholesterol

In a University Study, 43 families on low saturated fat, low cholesterol eating plans reduced serum cholesterol an average of 9.6% in three weeks. For cooking and salad dressings they used Puritan Oil, because it's low in saturated fats, with no cholesterol.

Q. Who were these people? Experts on nutrition?
A. No. They were ordinary people, a group of families who lived near the University.

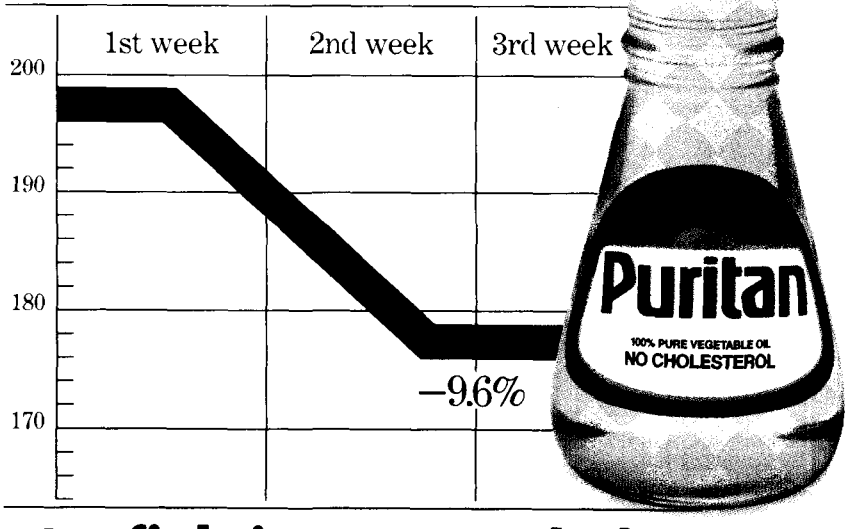
Q. Did the University serve them their meals?
A. No. They were given eating plans and nutritional guidance, but they cooked their own meals in their own homes. Nobody snooped.

Q. How did they get the kids to follow the eating plans?
A. We're not sure! We think it was because the eating plans weren't drastically different from their previous diets. The foods on the eating plans tasted good. And there was no skimping on desserts.

Q. How did these eating plans differ from the average American's diet?
A. The families consumed less cholesterol and saturated fats. They ate more fish, more chicken, more fruits and vegetables. And when they ate meat, they chose veal or lean cuts of beef.

Q. How does Puritan Oil fit into the picture?
A. The families were supplied with Puritan Oil for salads and cooking because Puritan is low in saturated fats and contains no cholesterol.

Q. Would this way of eating work for my family?
A. That was the whole purpose of this University study: to see if average families, eating their meals at home, could lower cholesterol levels. The study seems to say: it *can* be done.



Puritan knows you're fighting serum cholesterol. Puritan wants you to win.

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anes, which cause clots to form in blood vessels narrowed by atherosclerosis. Taking too many aspirin, more than one a day, does *not* produce these beneficial effects and may cause bleeding and stomach ulcers. Aspirin has previously been recommended for the treatment of stroke, another kind of vascular disease caused by clotting of blood vessels. It has been found to help prevent a second stroke or ministroke in those who have already had one.

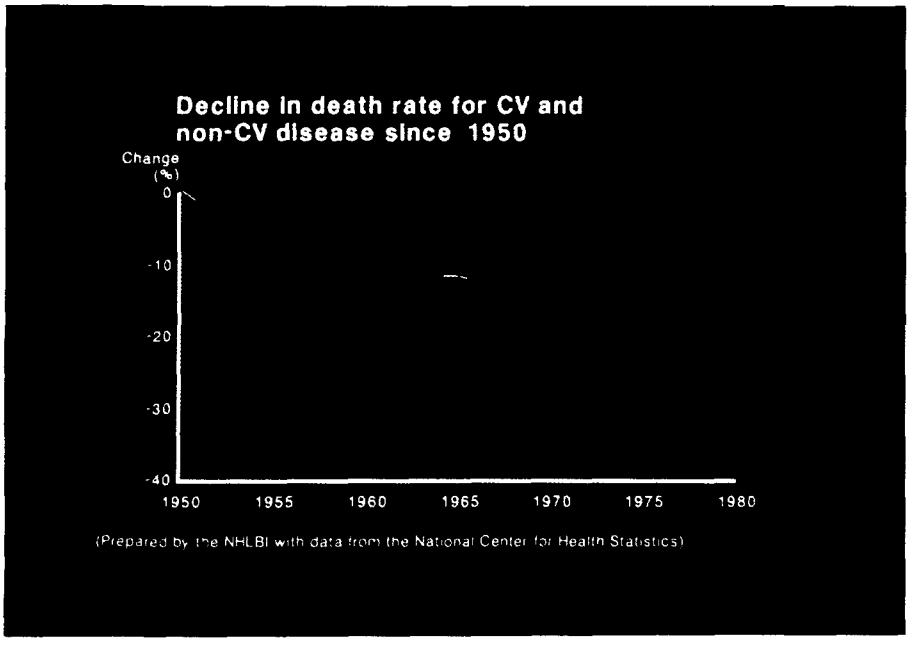
Another group of drugs that have been shown to reduce the recurrence of heart attacks and perhaps the progression from angina pectoris to myocardial infarction are those called *beta blockers*. Six of these drugs are now on the American market and are usually prescribed for angina, high blood pressure and rapid or irregular heartbeat. *Inderal* was the first of these drugs approved by the FDA for use in America, but now there are several newer beta blockers with many advantages over Inderal. These drugs may have fewer side effects or require less frequent dosage. These new beta blockers (*Corgard, Tenormin, Lopressor, Blocadren* and *Visken*) decrease the frequency of the heartbeat and enable the heart to be more effective. They must always be administered under careful medical supervision because of differences in dosage and side effects and the fact that they can cause congestive heart failure in some patients.

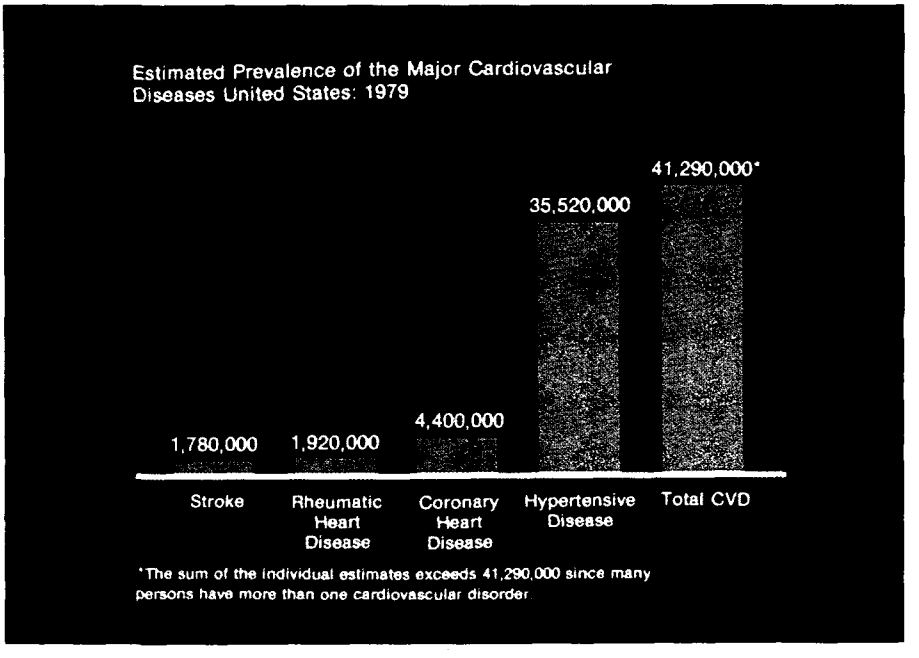
Even the older drugs—such as nitroglycerin—that have been used for decades to relieve angina have a new look. Now, long-acting forms of these drugs are available. Special medicated skin patches have been developed that can relieve pain for a day or more. Another new drug used for the treatment of high blood pressure, *Capoten*, has been recently approved by the FDA for use in severe congestive heart failure. In this situation, it is effective in improving the circulation and the function of the heart when diuretics (water pills) and digitalis (heart medicine) alone are not adequate.

Another new class of drugs useful in the treatment of heart disease are the calcium-channel blockers. Four members of this group (*Procardia, Calan, Isoptin* and *Cardizem*) are available in America. These drugs are now approved by the FDA for the treatment of angina and certain heart irregularities. However, research is being conducted on their potential use in high blood pressure and other vascular diseases.

Medication alone is not the only way to treat heart disease. When coronary artery disease is present, and relief of pain cannot be achieved with medication, or if the pain occurs at rest, or is unstable, several procedures are available to attempt to improve the heart's blood supply. About 100,000 Americans undergo coronary-artery bypass surgery each year. The surgeon uses a good blood vessel from elsewhere in the patient's body, or an artificial material, to bypass the closed or narrowed artery which is preventing an adequate supply of blood to reach the heart muscle. This may not be a permanent solution since atherosclerosis exists in the unbypassed section of the individual's artery and

Although there has been a gradual decline in noncardiovascular deaths since 1950, the graph shows a much steeper decrease in mortality from cardiovascular diseases. Deaths from heart attacks and strokes are down 20 to 40 percent since the late 1960s.





Beyond the thousands of premature deaths they cause every year, cardiovascular diseases afflict and incapacitate many people at their most productive time of life. Each year more than 500,000 Americans under age 65 have heart attacks.

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may also develop in the bypass itself. This accounts for the recurrence of coronary-artery disease, sometimes months or years after a bypass operation, such as recently claimed the lives of singing star Marty Robbins and movie star Peter Sellers. Furthermore, since this procedure requires major open-heart surgery, there is considerable risk involved.

There are now two less risky approaches to the problem of coronary-artery disease. One must be performed within 30 minutes to four hours of a heart attack. This involves giving a chemical, streptokinase, through a catheter into the coronary artery to dissolve the clot. This must be done immediately to be effective and remains experimental at present. It's available only in a few research centers. Another technique that can improve the flow of blood to the heart by widening the coronary arteries is called transluminal angioplasty. This procedure, also in limited use,

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Cholesterol the Culprit

Cholesterol is one of that growing list of items Americans have only recently learned to avoid, such as Central Park at night and, more lately, pain-capsule bottles with crooked caps. While the latter two items may give more immediate cause for dread, it is evident, to researchers at least, that cholesterol has probably been responsible for more deaths by the thousands than Central Park or tampered pills have ever claimed. That's a pretty bad record for a substance so nondescript you wouldn't even recognize it in a dark alley.

What is cholesterol anyway? It's in butter, but not in margarine, but can you taste or see the difference? And why does it seem to reside primarily in heretofore favorite foods such as French fries, steaks and eggs while leaving spinach alone? The answer is for the philosophers. Cholesterol in its purest form is a white solid that does not dissolve in water, melts at 299.3° F. and makes up about 0.3 percent of the weight of the human body. Too much of it clogs arteries, causing atherosclerosis, which leads to heart attacks, strokes and death.

After placing it in the medical mug book of suspicious substances some 33 years ago, researchers began trying to isolate all its coconspirators, with some, but not total, success—yet. Cholesterol is bound to various carrier proteins in the blood. The LDLs, low-density types, which make up two-thirds of cholesterol content, are bad news beyond a doubt. Others, HDLs, high-density lipoproteins, may help get rid of unwanted cholesterol, but the best bet to stay healthy is to keep your total cholesterol as low as possible, as Dr. Robert Lees, professor of cardiovascular disease at MIT, recently emphasized in an article in *The New England Journal of Medicine*: "Lowering plasma cholesterol by prudent low-cholesterol, low-saturated-fat diets does lower cardiovascular risk, and this approach should remain the bulwark of prophylaxis (defense) against atherosclerotic disease in the general population." Those wary people who have the discipline to banish cholesterol-high foods from their diets will find staying away from Central Park at night rather easy and may, as a result, live substantially longer lives.

"Improving my health didn't take a miracle, it took my wife."

"Jack is sweet to give me all the credit. And yes, I have been trying to help him get back into shape.

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CREATING THE IDEEL

The "ideel" client for objets d'art is not born but made—and the making of clients Mr. and Mrs. Kingsford J. Hollins in itself was a work of art.

by Booth Tarkington

Illustrated by Ritchie Cooper

Synopsis ***When young Howard Cattlet lucked into a job as an assistant art dealer at Rumbin Galleries, due in part to his chance owning of a cutaway suit, he didn't realize he'd be called upon to play a key role in the creating of an "ideel" client out of Mrs. Kingsford J. Hollins. At least, that was the plan. Mr. Rumbin instructed Howard on the ins and outs of presenting a program to Mrs. Hollins, showing her an increasing number of unsuitable paintings, until the time was ripe to spring on her the one he actually wished to sell. Unfortunately, instead of waiting for the Clouet being saved for last, she chose the "great pig Rosa Bonheur." The client gone, Rumbin seemed crushed, moaning, "I'm ruined!"***

Conclusion To his assistant, art dealing appeared to be utterly confounding. Here was the largest picture in the place sold—and the fortunate dealer expressing agony in a Latin manner! Howard sought enlightenment from the serious, gray-eyed secretary.

"What on earth's he mean? How's he——"

" 'Ruined?' " she said loudly. "It might be. It's a long time since we've made a sale. He really hasn't had any client at all, and he'd set all his hopes on getting her down here today; he was pretty sure it was his last chance. It's a pity. He's an extraordinary man and lovely to work for. I'm afraid you ought to know, Mr. Cattlet, because maybe you'd better not count on—on——"

"On my wages?"

"Yes. He mightn't be able——"

"Yours, too?" Howard asked. For a moment the two young people looked at each other in comradely concern; he had a sympathetic inspiration. "You haven't had yours for a long time, have you, Miss Horne?" Then, as she didn't reply, he protested, "But since he's just sold that big picture, why on earth——?"

"I got a deal 15 t'ousand dollars costs me 20; I lose five."

"It's because——"

She got no further; Mr. Rumbin, looking as haggard as a heartily healthy fat man can, came striding vehemently from the Galleries. "Try to sell her a white mice, no, she buys an elephant! Buys a work of art because she likes horses! Menacheries I could sell. Old masters? No! I'm a animals seller!"

"Don't give up," Georgina said. "Mr. Rumbin, it isn't certain——"

"Certain? It ain't certain I'm bankrupt, either; it just looked like it!" The dealer sank into a chair, wiped his forehead. "In the first place, how would I make a price? Year 1885 a Rosa Bonheur sold 21 t'ousand dollars Christie's. Nineteen twenty-nine it sells again; the same picture identical, at Christie's, two hundut 20 dollars. Ask anybody rich under ten t'ousand dollars for a picture that size, they think it's no good. If I ask Mrs. Kingsford J. Hollins 20 t'ousand dollars, somebody comes in, tells her, 'I seen a Rosa Bonheur good as yours, two hundut 20 dollars.' Right away she sues me!"

"No, she wouldn't," Miss Horne said. "She wouldn't want her husband to know she'd been that foolish."

"Georchie, what's the use talking the price of a mountain that starts her screeching 'Take it beck out!' soon as it's inside her apartment where I would got to hire an architect to block up windows to——"

"Mr. Rumbin, you don't know there isn't wall space. You haven't seen Mrs. Hollins' apartment. Aren't you even going to try?"

"Try? Am I going to try?" A change almost startling took place within and upon Mr. Rumbin; he rose, grimly Napoleonic. "Them seven horses goes into Mrs. Kingsford J. Hollins' apartment! The price it's t'irteen t'ousand eight hundut 50, sued or not. Georchie, get me Schwankel's truck on the 'phone. Howie, put on your hat; me and you ride in the truck with the Rosa Bonheur. It safes a taxi and teaches you handling pictures. I create Mrs. Kingsford J. Hollins into my ideel client if it kills her!"

One item of this desperate declaration the apprentice found warranted. After getting the Rosa Bonheur into and out of the freight elevator at the Park Avenue apartment building, and moved from one to another of Mr. and Mrs. Hollins' costly rooms, Howard Cattlet indeed had learned something about the handling of pictures. The more skill he acquired, however, the less hopeful dared he be that Miss Horne's arrears of salary might be paid—he put this first—and that he could establish himself permanently as an Art Dealer's Assistant.

It was his chief who snuffed out the last glimmer. The two were left alone together by Mr. Hollins' valet, who had accompanied them throughout most of the laborious tour. Mr. Rumbin descended from a stepladder, a tape measure dangling from his flaccid hand.

"It's over!" He spoke in a husky whisper. "The last chance—and

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she'd stick out nine inches across them window curtains!" His voice grew somewhat louder and much bitterer. "The both drawing rooms, the reception room, the music room, dining room and Mr. Hollins' den—if it ain't a door, it's a window, and if it ain't a window, it's a fireplace, and if it ain't a fireplace, it's an alcove. Look! Decorated by Moultons; I'd know 'em anywhere—reds, whites, silvers, choc'lates, overstuffed brocades, new golds, silver-gilt French phones, black marble shiny Egypt cats—it ought to be against the law! What Moultons must stuck 'em, anyways a hundut t'ousand, I know their prices, they're hogs, it's criminal!" He drooped again, smiled piteously. "Howie, I might commenced liking you some time. The cutaway worked good, too. I'm sorry you ain't going to have no chob with me. I'm finish'. It's a receiver."

Howard had an innocently barbarous bright idea. "Mr. Rumbin, why can't you just trim off part of this picture and——"

"Oreas would; he's a wandal." The dealer shook his head. "No, any way you try to cut this picture down it leaves part of a horse. Even a chauffeur would get upset to look at it."

Thus the end seemed to have come definitely. Master and apprentice stood silent, sharing calamity and listening to approaching voices.

Mrs. Hollins came in, accompanied by a bored little girl of 13, recognizably her daughter; and Howard despondently observed that the mother had changed her clothes, but not her colors, and that the daughter's garments were similar in tint. Mrs. Hollins at the Rumbin Galleries had worn a silk dress, cream or old ivory, with a hat and wrap in which the same color was patterned with tones of rose. Hatless, she now wore a rose chiffon dress with creamy lace; and the little girl had on a skirt of palest tan, pink socks, light tan slippers and a tan blouse embroidered in rose. The young assistant hadn't much of an eye for ladies' dress, and he was gloomy; but the irrelevant thought came into his mind that Mrs. Hollins' taste must run pretty strongly to these two colors.

"Well, Mr. Rumbin," she asked brightly, "have you found a nice place for my horse picture to go?"

"You don't get it!" Again Howard was startled by a change in his employer. Stooped in despair but a moment ago, the dealer stood erect; his voice was commanding, his look imperious and stern. "Mrs. Kingsford J. Hollins, you are a connoisseur, and I am a connoisseur. I wouldn't sell you my Rosa Bonheur for a hundut t'ousand dollars!"

"Well, if I were you, I wouldn't stand for it. I'd tell him if he continues to act like that, you're just going to walk out. Well, I'll say good-by, and oh, you have the wrong number."

"What? What's the matter?"

"Matter? What ain't?" Rumbin's sternness increased to a passionate severity. "How long you had this apartment, all hot reds, cold whites, hot choc'lates, cold silvers, hots next to colds, hot overstuffings, gilt phones, marble cats? How long?"

"What?" She was annoyed but puzzled. "About a year. What's that got to do with——"

"A year!" Rumbin seemed to swell with a noble fury. "A year and already you are sick of it! I know it. What connoisseur such as you could endure this rhodomontado of colors? I don't ask who you let decorate or what you got charged; but if it was t'irty t'ousand dollars, it was a murder! For execkly half that much in t'ree weeks I would make this apartment so pyootiful it would look like connoisseurs and angels dreamed it and Mrs. Kingsford J. Hollins lived in it. Fifteen t'ousand dollars, t'ree weeks while you're away, and it's a heaven!"

"Nonsense! If you aren't going to hang up that picture——"

"The Rosa Bonheur?" he cried. "Never! I sell people what they ought to have; Rosa Bonheur you shall not. Pictures come after, not before. What you shall have, it's this apartment all over—every room, all, all the whole of it—in just shades of two colors and no more."

Mrs. Hollins frowned. "What two colors?"

"Rose! Rose and ivory!" he shouted. "Old rose and old ivory. Walls, curtains, draperies, carpets, everything! No reds, no whites. Just rose and ivory, Mrs. Kingsford J. Hollins, rose and ivory!"

Mrs. Hollins' lips parted; her startled eyes grew large. Like a magician, Rumbin, glaring, held her fixed gaze with his, while the little girl, boredom suddenly gone, jumped up and down.

"Mamma, it sounds perfectly deevine!" she shouted. "Mamma, all we got to do, I'll tell Papa it'll get you nervous again if he don't like it. Let's do it!"

"Listen," Mrs. Hollins said. "I believe it'd be right pretty. Kingsford J.'s just come in and gone to his den. Yes, sir, I believe I'll go tell him. It sounds good. . . . Come on, Lulu; we'll spring it on him."

"Yay, Mamma!" The little girl, screaming with pleasure, ran out of the room and her mother followed. Rumbin called after them.

"Rose and ivory! All in shades of rose and ivory except Mr. Hollins' den. He likes it; it stays. All the rest rose and ivory. All finish' done complete when you get beck from your t'ree weeks' motor trip you start on tomorrow. Rose and ivory!"

He strode to a glossy oval table,

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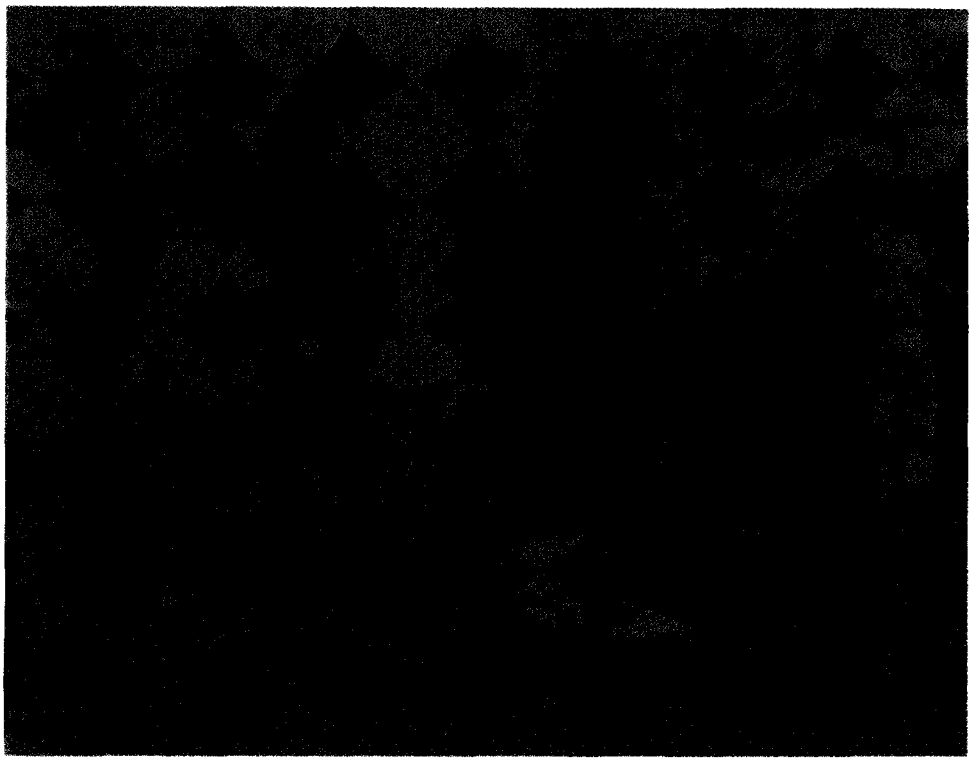
NEW JOBS: WHO WILL CREATE THEM?

It's not Fortune's *500, but rather the bold, brassy, unpredictable and unstable firms that are most likely to lead the U.S. out of its unemployment crisis.*

by David M. Smick



In the late 1930s, Chester Carlson had a revolutionary idea—an electrostatic printing process—which he tried to sell to the top mimeograph companies in America. Turned away time and again, he finally converted his kitchen into a workshop and went into business for himself. There was risk and a shortage of capital, but the tiny enterprise survived and prospered.

Today, we know it as Xerox.

Were Carlson alive today, he probably would ask, "What became of those smug mimeograph companies?" The answer is that they fell victim to what Joseph Schumpeter, the economic theorist, called "the creative destruction of capital"—the process by which a new idea enters the marketplace making existing capital worthless.

What sounds like some arcane concept is the heart of the whole job-creating process. It explains how growth is produced in the private sector and what it will take to create more permanent new jobs for Americans.

When it comes to understanding new job creation, most policymakers in Washington should be graded an "F." Mention "jobs" and they picture giants of industry such as Chrysler or U.S. Steel protecting existing jobs or expanding plants and equipment to create new ones.

Actually, the industry giants have not created a net new job for more than a decade. Instead, groundbreaking research by individuals such as David Birch, whose MIT program conducted a computer analysis of four million U.S. businesses, shows that most new jobs come from firms with precisely the opposite characteristics.

The job creators are not only small, but often are minuscule. Nearly 70 percent of all new jobs come from firms with 20 or fewer employees. Almost 100 percent of the net new jobs in the Northeast come from such firms. These businesses are young; most new jobs come from firms four years old or less. They are unpredictable and unstable; the more stable a firm is, the less likely it is to produce new jobs.

Many of these fledgling businesses will go out of business (four out of five do so within the first year) with new ones springing up to take their places. Frostbelt or Sunbelt, such businesses fail nationally in metropolitan areas at roughly the same rate—eight percent a year.

What these facts and statistics create is a perfect object lesson. In the game of job creation, "small is beautiful" and failure is the key to success.

The secret, then, to maintaining high levels of national employment is hardly import quotas or government bailouts or even tax schemes intended to modernize existing plants and equipment. The secret is creativity—encouraging a groundswell of men and women with fresh ideas to strike out on their own. Some of these fledgling entrepreneurs will fail, but others—like Chester Carlson—will replace today's capital and products with new and better ones and will, in the process, create permanent new jobs.

The irony is that city planners, government economists and even

continued on following page

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The Key Ingredient Discovered By A World Famous Medical Doctor

THE BRAN DIET

HEALTH NEWS

You can lose up to 13 to 26 pounds or more without eating less food. Amazing weight loss secret shrinks fat right out of your body. Eat three filling, satisfying meals for $1.00 per day. Save hundreds of dollars per month on family food bills. It's a healing as well as a reducing diet.

(Atlanta, Ga.) The secret of losing weight quickly without a feeling of starvation has been discovered by a world-famous medical doctor and cancer researcher. His personal story is told in an amazing new concise diet manual, *The Bran Diet.*

I've read it and talked with the publisher. It's the most exciting medical story of the last ten years; since it's a healing diet as well as a reducing diet. Read on while I interview the publisher, Wayne K. Wood of F.C. and A Publishing.

QUESTION: Wayne, it is really true that a person on *The Bran Diet* can lose weight without eating less food?

ANSWER: Yes, for example, a person who has had an intestinal bypass operation may still eat as much as he did before the operation, but he'll lose weight, because he now absorbs fewer calories.

Something like this happens on *The Bran Diet.* There have been five different scientific studies which show that people do not absorb or retain as many calories from food that contains the proper amount of bran as they do from the bran-free food that most of us eat.

QUESTION: How much weight can people lose fast on *The Bran Diet?*

ANSWER: Here's a chart that gives possible maximum weight loss from following two of the plans that are given in the complete program. There is only a 20% decrease in calories on Plan No. 2.

QUESTION: Do people feel full with the right amount of bran in their diet?

ANSWER: Correct. *The Bran Diet* reduces the urge to overeat by stimulating secretions that induce a feeling of fullness. You'll enjoy savoring your food longer since bran-containing foods are delicious. Scientific studies show that volunteers with the right amount of bran in their diet stayed full while those on a bran-free diet soon became hungry and ate again.

Do you ever feel this way on your present diet? If so, the reason is simple; it may lack bulk like bran, the outer coat of grain that's usually discarded. You just need a little bit of bran, if it's present in the food you eat.

QUESTION: Have medical authorities verified the claims for *The Bran Diet?*

ANSWER: Two notable medical doctors who write health columns in newspapers all over America recently praised bran dieting in preventing disease. One doctor says, "We now have additional evidence incriminating bland foods in the development of appendicitis, polyps, diverticuli, and cancer of the large intestine."

The other doctor says our typical bran-free diets produce the cramping pain of diverticular disease, and that 90% of the symptoms are relieved by dietary bran. Few people are constipated, too, since food moves smoothly through the body and no blockages form. High blood cholesterol and LDL levels which go with heart, lung, kidney and artery disease are lowered astonishingly by dietary bran. Phlebitis and hemorrhoids are alleviated too.

QUESTION: Is there proof from people who have tried it that *The Bran Diet* helps you shed weight?

ANSWER: Here are some excerpts from unusual letters we've received:

"I lost 110 pounds on *The Bran Diet"*—*Mrs. Ann Adkins, Westfield, N.C.*

"I'd been fat all my life. I had tried all kinds of diet aids, pills and fad diets. I'd lose 20 or 30 pounds and gain it back—plus more. Then at 31 when I weighed 224 pounds, I put myself on the bran diet. I know it sounds unbelievable, but I stuck with it until I lost 110 pounds. I felt full and satisfied. It's the kind of food that matters. It's wonderful to be slim. People that I work with are fascinated with what I've done. They used to say "She has such a pretty face—if only she weren't so fat!" Now, I get lots of compliments.

P.S.—My husband has lost 40 pounds too, and we are able to get out and do things we've never done before. It's been over 1½ years since I reached 114 pounds, and I have no trouble keeping weight off. I would like to share my newly found joy in life with others and encourage those who have problems losing weight."

Here she is now. Try THE BRAN DIET and see how easy it will be for you to lose weight.

Check This Chart To See How Much It's Possible To Lose Without Eating Less Food.

If On A Typical American Diet You Now Weigh	On Plan No. 1 Without Eating Less You Can Soon Weigh Down To	On Plan No. 2 You Can Soon Weigh Down To This Much
120	109	87
130	118	94
140	127	101
150	136	108
160	145	116
170	155	124
180	164	131
190	172	137
200	182	145
210	191	152
220	200	160
230	209	167
240	218	174

"I went from 250 pounds to 178."—The secret: emphasis on one of the choices of *The Bran Diet.* "My blood pressure is back to normal and I've lost 12 inches in my waist. Now I have will power because I enjoy the diet."—Mr. J.C.

"Quite simple to follow,"—You made your program quite simple to follow and I do like your recipes. I have already baked the muffins and distributed them among friends. They were delectable."—Mrs. I.C.

"This is a very tasty diet."—"Your Bran Diet Program has been recommended by my doctor from England, he says it has helped many people." —Mr. M.S.

"Don't have that empty feeling."—"My daughter and I have been on Plan No. 1 for awhile. It's easy to stay on, because you don't have that empty feeling."—Mrs. J.S.

"The macaroni and the meat loaf are the best I ever ate."—Mrs. F.B.

Here's Ann Adkins of Westfield, N.C. before she went on THE BRAN DIET and lost 110 pounds. Then, people would say, "She has such a pretty face—if only she weren't so fat." Read her full story below.

QUESTION: Is *The Bran Diet* expensive?

ANSWER: Expensive? Not at all. Here are examples based on current supermarket prices of the cost of 15 typical meals.

Breakfast: 13¢, 13¢, 30¢, 35¢, 37¢
Lunch: 31¢, 43¢, 34¢, 47¢, 38¢
Dinner: 30¢, 25¢, 36¢, 43¢, 46¢

The average adult spends over $1,500.00 per year on food. On *The Bran Diet* you'll spend less than $500.00 and you'll save over $1,000.00 per year. It's possible to eat delicious filling nutritious meals at an average cost of only $1.00 per day.

QUESTION: Bran sounds like an extra-ordinary food. Are there any other foods that compare with it?

ANSWER: Yes, indeed, especially certain fruits and vegetables which provide good dietary bulk. *The Bran Diet* is full of many tasty menus and recipes that contain them. It's well balanced with selections from different food groups to insure adequate nutrients. Of course, it's always a good idea to check with your doctor to see if he wants you to lose weight by dieting.

QUESTION: What are some ways *The Bran Diet* helps you lose weight?

ANSWER: There are six ways. (1) It keeps you off the "YO YO Syndrome." (When you lose a few pounds and then gain it all back.) (2) Your body absorbs fewer calories than with the same amount of regular food. (3) The food is delicious and easy to fix—so you aren't tempted to go back to your old diet. Imagine losing weight with these delicious dishes: Macaroni and Cheese, Pancakes, Brownies, Dinner Rolls, Meatloaf, Beef Stew, Rice Pudding, French Toast, and Bran Cookies. (4) It works fast. You can see results in a few days. You'll soon feel like jumping up and doing things. (5) It mobilizes the fat—not excessive muscle out of your body. (6) That "always hungry feeling" disappears because it fills you up. You don't feel weak.

QUESTION: Does it take a lot of will power to succeed with *The Bran Diet?*

ANSWER: Anyone can follow the simple diet plans. You don't have to count calories; all the menus are worked out for you in advance. You can go to a restaurant and enjoy a good meal. There are many recipes and quick snacks to try in your own kitchen with naturally good ingredients.

QUESTION: How can people buy *The Bran Diet?*

ANSWER: It's easy; you can order just the basic manual or, for only a dollar more, we'll send you both the basic manual and a booklet containing dozens of extra menus, recipes and information.

I guarantee to refund your payment if you don't agree that this is the tastiest, fastest, healthiest diet you've ever tried, or if you're dissatisfied in any other way. Order now for fast service.

☐ **Yes!** Wayne, I enclose **$3.99** plus $1.00 postage and handling for your manual, **The Bran Diet,** described in your ad that will help me lose weight without eating less, and protect my health.

☐ **Yes!** I enclose **$4.99** plus $1.00 postage and handling. Please send me **The Bran Diet** plus dozens of delicious extra menus, recipes and information.

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successful corporate executives usually find this thinking unrealistic. The reason may be that productive change is not in their own vested interest. But it also may result from the great frustration that, in this age of sophisticated econometric models and federal government expertise, the creation of a job-producing enterprise is just as unpredictable as it was decades ago. It still involves the dynamic process of two competing forces: success and failure. And perhaps more frustrating, it continues to depend directly on the creative implementation of new ideas by folks who, in the eyes of corporate America and the federal government, appear unpolished and relatively inexperienced.

As a sophisticated business or government executive, would you—or could you—take the risk of investing in such unpredictable characters, knowing that many will end up as miserable failures? Perhaps this is why large institutions have not provided many permanent new jobs. Policymakers concentrate investments on the large and established companies. Yet those firms actually creating jobs are the toughest and most risky to help through conventional policy initiatives.

In a sense, the birth of an enterprise has an elusive, almost metaphysical quality that makes targeting, planning and certainty most difficult. Something as common and essential as the ballpoint pen was conceived by, of all people, an insurance executive on his summer vacation. The arrival of the automatic transmission had little if anything to do with the multimillion-dollar engineering departments of Detroit's Big Three.

Growth involves ideas, which often come from the most unpredictable of people. Edwin Land, an eccentric scientist, invented a new camera in 1948 that could produce pictures immediately. Photographic firms such as Eastman-Kodak labeled it a gimmick, yet Land founded the Polaroid Corporation and laughed all the way to the bank.

In a sense, every individual is a potential entrepreneur. America today has near limitless sources of both human and financial capital for growth—professionals in high tax brackets avoiding all taxable activity, mid-level industry technicians teeming with new ideas but apprehensive of the risks of individual enterprise and many others ready to burst onto the scene.

Notice, this is not capital formation, but capital *mobilization*. Capital is more than money. It is productive ability and thus exists creatively in the minds, hands and hearts of people. The question is, how do you encourage these potential new job creators to invest their talents and savings in the risk of a new enterprise instead of in the relative safety of tax shelters, money-market funds, real estate or in doing nothing at all? What they need is a climate of economic buoyancy, so necessary to individual initiative, and a system that capitalizes on human nature by strengthening the link between effort and reward.

"Would you like to get rid of that facial hair?"

For most of the 1960s, this climate of buoyancy existed in the United States. In 1969, however, entrepreneurial risk-taking came to a virtual standstill for one specific reason. In that year, Congress increased from 25 percent to 49 percent the maximum tax on long-term capital gains—the profit made on the sale of stocks and other property that often precedes someone getting into business. The results were devastating.

Entrepreneurial "venture capital," which in 1969 totaled $170 million, slowed to a mere trickle. In just five years, the number of small, risk-taking firms in America declined by a third. Those firms able to survive did so by becoming unventuresome. Most turned totally inward to concentrate efforts on existing investments. All the while, the number of permanently unemployed began steadily to increase.

All of this changed, however, in 1978 when a small band of young idealists led by Congressman William Steiger worked to cut the maximum capital-gains tax rate back to 28 percent. The 1981 tax-cut bill brought the rate down further to 20 percent (while also dropping from 70 percent to 50 percent the top individual tax rate on saving and investment). The results have been instantaneous.

Despite a worldwide recession and the problems in U.S. auto and steel industries, America is experiencing an entrepreneurial revolution that is completely reshaping our industrial base and offers great hope for millions of our nation's jobless. Today, venture capital markets have exploded, with one report showing them increasing in 1982 at a rate of more than 100 times that amount of just six years before.

As a result, new firms now are being started at an unprecedented rate. Last year, some 587,000 firms were incorporated, roughly 80 percent more than just seven years ago.

Indeed, areas such as Santa Clara County, California, south of San Francisco, have become famous for their entrepreneurial growth and spirit. Known as "Silicon Valley" (named for the production of semiconductors made with silicon chips), this area in particular has become a national breeding ground for new high-technology and computer-based industries.

Other "hot" areas include the northern and western sections of Dallas, most of the major cities in Colorado, the cities of Minneapolis,

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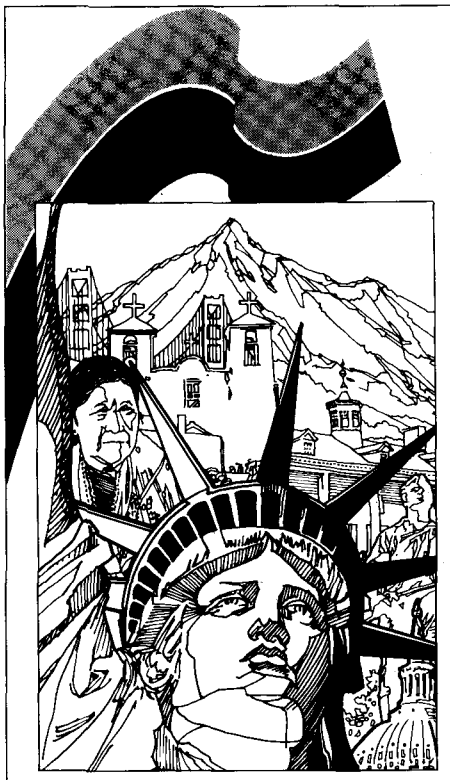
Minnesota, and Raleigh, North Carolina, as well as parts of Boston. But it is only a matter of time before the entrepreneurial revolution will reach into virtually every city and town in America.

Soon we should see the development and marketing of revolutionary breakthroughs in microbiology, breakthroughs in printing and photography, the development of rare new glass products, the emergence of laser science, antiviral pharmacology and new diagnostic services, not to mention the near limitless application of the microprocessor chip to our everyday lives. We are entering what Gilder calls a technological period of human creativity with "unfathomable potential." And the pace of this entrepreneurial activism seems to quicken by the month.

One reason for this potential is the changing attitude toward entrepreneurs in general. In an amazingly short period of time, the once-derided seeker of wealth and fortune has become an overnight folk hero in American society. As William Hambrect, a San Francisco investment banker, put it, "Being a successful entrepreneur is one of the most privileged positions in today's world."

Even government bureaucrats are getting into the act. "There appears to be the lack of an understanding within government of how individuals create in the private sector and how they implement their creations," said the chief counsel to the Small Business Administration.

Congress, with a false sense of sophistication, continues to prefer more controllable solutions to the problem of jobs—the public-works "pork-barrel" schemes that have failed for so many years. But true, lasting job creation comes from small-enterprise growth, which is unpredictable. All government can provide is buoyancy—that sense of economic boundlessness where a person can, with energy and initiative, take a new idea as far and as high as he or she wants. If we can keep that initiative from being stifled, people will continue to follow their dreams. Entrepreneurs will continue to take risks. Our entire economy will begin to gain in production and jobs, and the nation will regain the opportunity and spirit upon which its greatness depends.



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THE CANCER PUZZLE

Our readers are asked to pray for the complete recovery of little Seth Parker, whose tumor has regressed with therapy from the size of a cantaloupe to the size of a half dollar, and pray for a vaccine to prevent Burkitt's lymphoma and other cancers.

by Cory SerVaas, M.D.

Last September, Dr. David Parker got herpes zoster (shingles), and five weeks later, his ten-year-old son, Seth, was discovered to have a tumor the size of a cantaloupe that was diagnosed as Burkitt's lymphoma. Dr. Parker, who is a statistician and psychologist, was curious as to whether there was any association. Could the same thing that caused him to get herpes zoster have caused his son's tumor to start growing at about the same time? He asked Seth's doctors at the time, but they laughed and said there was no correlation and went about the important matters of Seth's chemotherapy and radiation.

Seth was taken to Children's Hospital in Seattle, and David and Elisa Parker soon learned that statistically there is a 50 to 60 percent chance of recovery from Burkitt's lymphoma in this country. Being Christians, they resorted to prayer for Seth's recovery, and they called the "700 Club" to ask fellow Christians to pray for their little ten-year-old son.

Two days ago, a friend of the Parkers called to tell them to watch the "700 Club" because Burkitt's lymphoma in connection with herpes virus was being discussed.

Ben Kinchlow was interviewing me about the results of the *Post*'s Cancer Prevention Survey, and we were talking about Burkitt's lymphoma in Africa and how the same Barr-Epstein virus that has been found in mononucleosis, a disease in the herpes group, is also found in 90 percent of the cases of Burkitt's in Africa. When I returned from Virginia Beach, where CBN is located, there was a call from Dr. Parker.

Puzzler: "Was Seth's fast-growing tumor, Burkitt's lymphoma, related to my herpes zoster?" asked his father, Dr. David Parker. Burkitt's lymphoma, a viral cancer, bears a Barr-Epstein cell that also appears in a disease of the herpes group, mononucleosis.

I told him that we, too, had asked our good friends at the "700 Club" to pray for our son last April when he was undergoing chest surgery for what appeared to be a lymphoma.

Dr. Parker related Seth's story. Seth had never liked milk; he would only drink it with chocolate in it. The Parkers were health conscious, ate a Pritikin-like diet high in carbohydrates—little meat. Seth ate a lot of peanut-butter sandwiches. In retrospect, Seth, it would appear, was getting a high-arginine, low-lysine diet. Arginine and lysine are amino acids found in protein foods. Dr. Parker finds it interesting that his son now chooses to avoid chocolate. For the first time in his life, he's eating eggs. And he's eating more cheese. These foods, high in lysine, seem to be what he prefers now. Seth had an especially severe case of chicken pox (a herpes virus) earlier.

Seth has just finished his radiation therapy at Children's Hospital in Seattle and is undergoing chemotherapy. His tumor has now shrunk to about the diameter of a half dollar. Burkitt's lymphoma is a rare disease in the U.S. but accounts for 90 percent of tumors in children in Africa. Another intriguing feature about Burkitt's lymphoma is that there have been spontaneous regressions in some patients. Any cancer that regresses spontaneously is intriguing. This tumor also grows very rapidly.

Dr. Parker has volunteered his talents in statistics to help The Saturday Evening Post Society's investigations into cases of cancer, and a first priority will be to find out everything possible about the dietary habits of the other Burkitt's lymphoma patients at Children's Hospital.

We're asking our readers: "Do you know other families who have

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Cancer Prevention Readers' Survey Number 2

1. Do you presently take lysine? Yes [1]_____ No [2]_____ 15
   If yes to question 1, how long have you taken lysine? 3 months or less [1]_____ 3 months to 1 year [2]_____ 1 to 2 years [3]_____ 2 to 3 years [4]_____ 3 to 5 years [5]_____ More than 5 years [6]_____ 16

2. When did you start taking lysine? (enter year) 19__ __ 17-18

3. How many milligrams per day do you take? Less than 500 mg/day [1]_____ 500 to 1,000 mg/day [2]_____ 1,000 to 1,500 mg/day [3]_____ 1,500 to 3,000 mg/day [4]_____ 19

4. Have you ever had cancer? Yes [1]_____ No [2]_____ 20
   If yes, what type of cancer was it? _____ 21-15

5. When were you diagnosed as having cancer? (enter year) 19__ __ 26-27

6. Did your cancer occur *before* you started taking lysine? Yes [1]_____ No [2]_____ 28

7. Did your cancer occur *after* you started taking lysine? Yes [1]_____ No [2]_____ 29
   If yes, how long *after* you started lysine did your cancer occur? 3 months or less [1]_____ 3 months to 1 year [2]_____ 1 to 2 years [3]_____ 2 to 3 years [4]_____ 3 to 5 years [5]_____ More than 5 years [6]_____ 30

8. Do you eat a high-fiber diet? Yes [1]_____ No [2]_____ 31
   If yes to question 8, how many years have you been eating a high-fiber diet? __ __ years 32-33

9. We would like to know whether you eat any of the following foods and the number of large or small portions of each serving (enter the appropriate number below).

Number of:	Daily Servings		Weekly Servings		Monthly Servings		
	Small [1]	Large [2]	Small [3]	Large [4]	Small [5]	Large [6]	
Chocolate cake							34
Chocolate candy							35
Chocolate milk							36
Chocolate pie							37
Jello							38
Peanuts							39

10. Do you supplement your diet with any of the following?

	per day	years taken
Vitamin A (I.U. = International units)	(3 mg) 10,000 IU or less [1]_____ 10,000 IU or more [2]_____ 40	1 year or less [1]_____ 1-3 years [2]_____ More than 3 years [3]_____ 41
Vitamin C (mg = milligrams)	500 mg or less [1]_____ 500 mg to 1,000 mg [2]_____ 1,000 mg to 3,000 mg [3]_____ More than 3,000 [4]_____ 42	1 year or less [1]_____ 1-3 years [2]_____ More than 3 years [3]_____ 43
Vitamin E	15 IU or less [1]_____ 15 IU to 40 IU [2]_____ More than 40 IU [3]_____ 44	1 year or less [1]_____ 1-3 years [2]_____ More than 3 years [3]_____ 45
Selenium	.02 mg or less [1]_____ .02 or more [2]_____ 46	1 year or less [1]_____ 1-3 years [2]_____ More than 3 years [3]_____ 47
Zinc	15 mg or less [1]_____ 15 mg or more [2]_____ 48	1 year or less [1]_____ 1-3 years [2]_____ More than 3 years [3]_____ 49

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11. What is your present age? __ __years 50-51

12. Are you a member of The Saturday Evening Post Society? Yes [1]_____ No [2]_____ If yes, 52
please remove your mailing address label from your magazine with a steam iron and attach it to this questionnaire as your return address before mailing.

13. Did you respond to our first *Saturday Evening Post* cancer-prevention survey?
Yes [1]_____ No [2]_____ 53

14. Would you, members of your church or any other organization to which you belong be willing to help encode cancer-prevention questionnaires in preparation for entering them into the computer? Yes [1]_____ No [2]_____ 54
If yes, may we mail 75 questionnaires to you at your address below with instructions for encoding? Yes [1]_____ No [2]_____ 55

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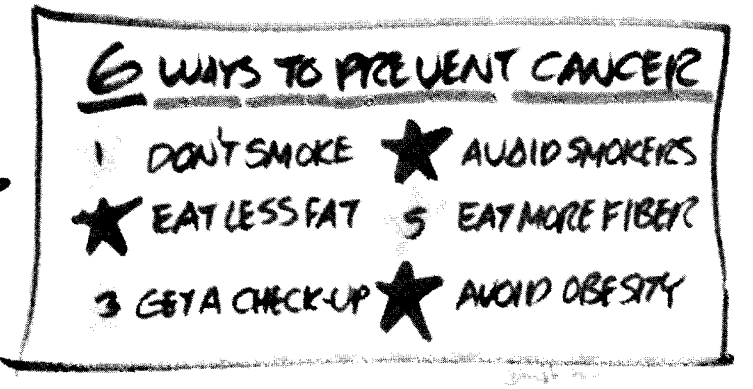

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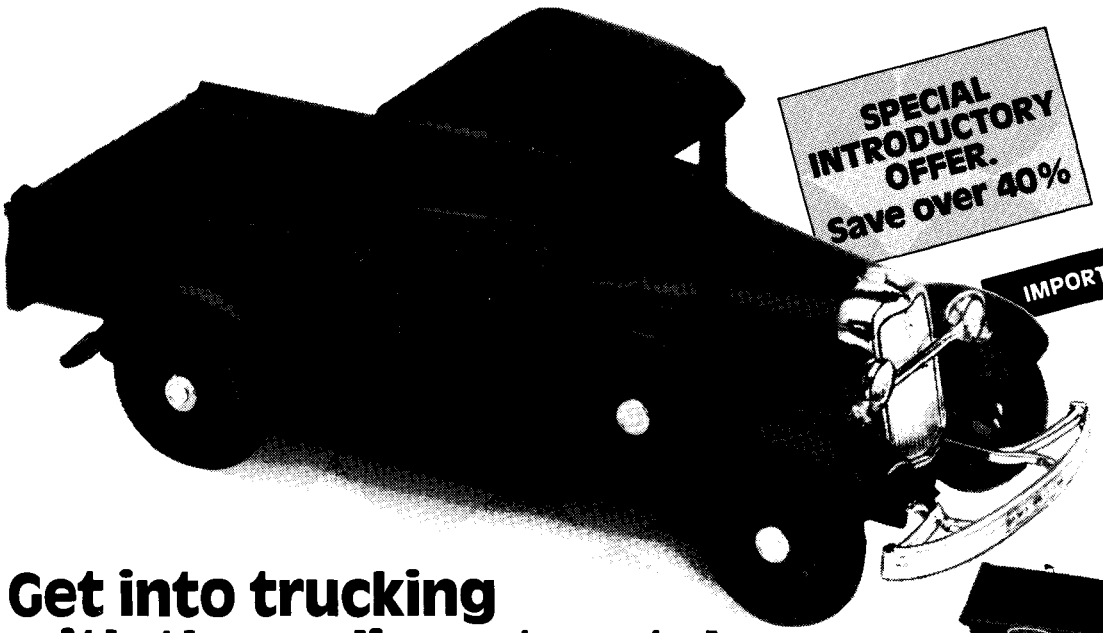

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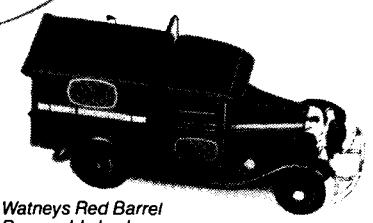
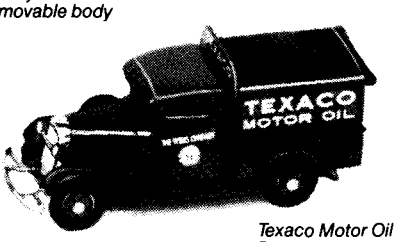
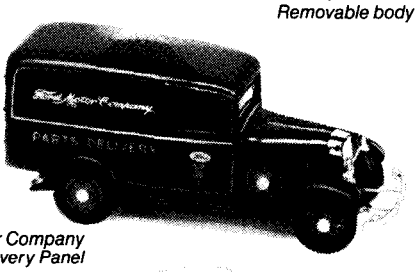


Watneys Red Barrel
Removable body



Texaco Motor Oil
Removable body



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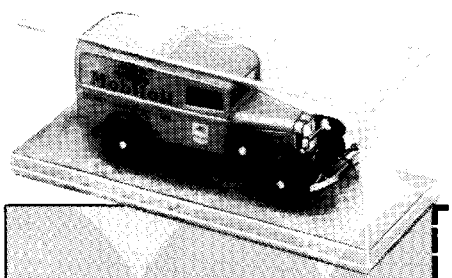

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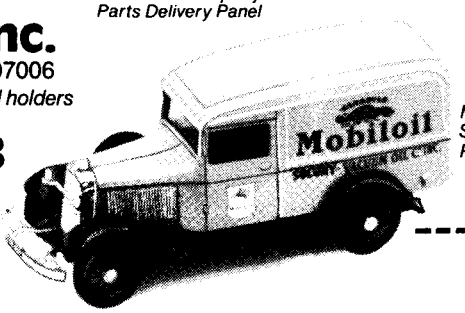

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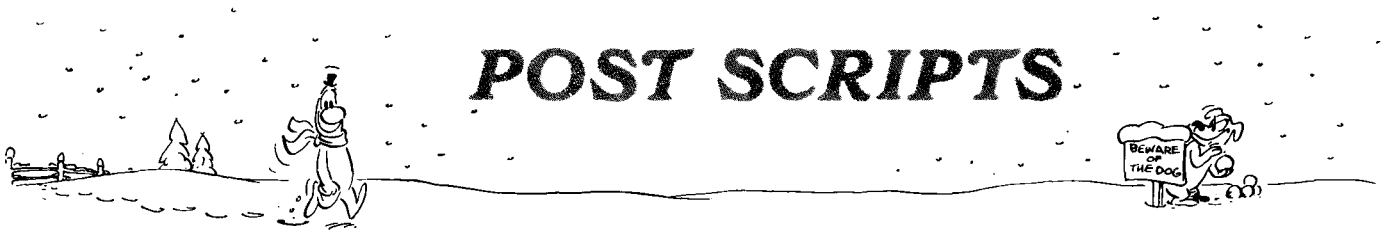

Card Trick

People who live beyond their means must be given a lot of credit.

—Louis Hasley

Customer Bun-anza

The sign in the restaurant window read: "$500 reward to anybody who orders something we can't furnish."

One tourist decided to pick up some easy money for himself. He sat down at a table and said casually to the waitress, "Bring me an elephant-ear sandwich."

The woman's face fell. Hurrying to the kitchen, she said to the chef, "Better get ready to fork over that $500. There's a guy out there who wants an elephant-ear sandwich."

"What?" bellowed the chef. "You mean to tell me we're out of elephant ears?"

"No," replied the waitress. "But we haven't got any more of those big buns."

—Mrs. A. Mayer

Home Groan

For more than a year, a man had eaten in a small restaurant where the sign read: "Mary's Home Cooking." However, he had never once had a glimpse of Mary.

Finally, his curiosity got the best of him, so he said to the waitress: "I've been having lunch here for a long time, but Mary is never around. Where is she?"

"She's just where the sign says she is," replied the waitress. "Home cooking."

—Rose Sands

Shovel Trouble

If you don't think there is strength in numbers, consider the fragile snowflake. If enough of them stick together, they can paralyze the whole city.

—G. G. Crabtree

Wishful Dreaming

A woman, age 72, went to see her doctor. She detailed all her ailments, both real and imaginary, but seemed most concerned about a recurring dream. In this dream, she was pursued by a young man who always wanted to flirt with her. The doctor, after patiently listening to her, presented something to help her sleep more soundly.

A week went by, and the woman called on her doctor a second time, still woeful. "Don't tell me you're not sleeping better," said the doctor. "Oh, I'm sleeping all right," was her reply, "but I wanted to tell you how much I miss that young man."

—Mrs. H. W. Walker

Anonymous Donation

The politician had flooded his district with letters asking for campaign contributions and addressed each letter to "Occupant." When a check for $5,000 arrived, he was understandably overjoyed and immediately looked for the signature to see who had sent it. The check was, of course, signed "Occupant."

—Bill Kreifeldt

A La Suds

With Mother's Day approaching, Mother was asked how she preferred her favorite dishes. With a deep sigh, Mother answered: "Just washed, dried and put away."

—B. Bader

Fall Guy

Strolling through the art museum with his wife, Tompkins paused at a painting of a nude covered only by leaves. As he stood there, his wife nudged him. "Let's go," she said. "We can't wait here for autumn."

—A. H. Berzen

Shaky Excuse

In the post-office lobby, a middle-aged businessman noticed an old lady trying to write on a postcard. Her hand was shaking violently. A moment later, she caught his eye and said, "Sir, I wonder if you'd help me. Could you address this postcard for me?"

"I'd be glad to," he assured her and wrote as she directed.

"Thank you," she said gratefully. "I hate to ask, but could you write just a short message for me?"

"I like cold weather. At my age it's nice to see I'm still breathing."

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He smiled, turned the card over and did as she requested. "Is there anything else I can do?"

"Well," she said apologetically, "there's just one other little thing. At the bottom, would you write, 'Please excuse the handwriting.' "

—Kenneth E. Hall

Smoke Joke

The Indian at the reservation was entertaining tourists by sending up smoke signals with a big blanket. When he switched to a small baby blanket, one tourist inquired, "Why did you change blankets?"

"Now making small talk," the Indian advised.

—George E. Bergman

Mein Grossfader's Wisenspouten

1. Ein poochenpup in der manger ist tooken der chance ein grosser milchencow ben steppen on der backsiden.
2. Loven und losen ben better, unlessen der Fraulein ist offtooken mit der ring.
3. Ein whistler in der gravenyard ist stupidisch mit expecten der applauden.
4. Der hand gerocken ein cradler ist also scrubben und feeden und ist nicht finden time mit rulen der world.
5. Money ben der evilisch root, und meinself ist ein poorisch gardener mitout ein root.
6. Locken das door after der horse ben stolen ist nicht dumbisch if der highcosten automobiler ben remainen.
7. Succeeden by hooken und crooken ist smartisch for fishen-catchers und sheepenherders.
8. Buryen der choppenhatchet ist goot, excepten in der noggen.
9. Upsneaken mit salten ein bird-entailer ist sooner bringen der boobenhatcher-catchers.
10. Buyen der oinkenpig in ein sack ist saven der chasen mit huffen-puffen.
11. Ein singlisch swallow ist nicht maken der summer. Increasen der swallowen ist causen ein fall.

—Dave Morrah

Taxing Colors

An American was talking with a visiting Dutchman. "What does your country's flag look like?" asked the American.

"It has three stripes," replied the Dutchman. "Red, white and blue. We say they have a connection with our taxes. We get red in the face when we talk about them, white when we get the bill, and we pay until we turn blue."

"It's the same with us," the American said. "Only we see stars, too."

—Lane Olinghouse

Faulty Reward

One hundred dollars reward to anyone who saw that the accident at the corner of Eighth and Main was the other guy's fault.

—Andrew H. Smythe

Flexible Account

A businessman was interviewing applicants for the job of chief accountant. He asked each applicant: "How much is two million and two million?"

The first two applicants replied without hesitation: "Four million." Neither got the job.

When the third applicant was asked the sum of two million and two million, he got up, closed the door, drew the blinds, leaned across the desk and asked, "How much would you like it to be?"

He got the job.

—Carolyn Gilbert

Golfing Toehold

Sometimes I have no luck at golf
But when the day is done,
I find when I remove my socks
I've made a hole in one.

—Emma Heath

The Loan Arranger

A well-dressed man drove up to a bank in a Rolls-Royce. He went into the bank president's office and asked to borrow $1,000 for one month. He asked how much the loan would cost, and the bank president said it would be $5.50 and would require some collateral. The man then handed over his keys to the Rolls-Royce and left.

One month later, the man returned the $1,000 to the bank president, who said: "I'm confused. I've checked you out, and you have no need to borrow $1,000. Why did you?"

The man replied, "I went away on a vacation; where else could I leave my car for $5.50 a month?"

—Herm Albright

Big Mouth

Two women who had not seen each other for a long time met on the street. "Oh, Mary," exclaimed one of them. "So many things have happened to me since I saw you last. I've had my teeth out and an electric stove and refrigerator put in."

—Helene Levin

"I make my most accurate drives on this hole. Watch me hit that tree!"

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A "DADGUMMIT" GEORGIA FOOTBALL COACH TACKLES THE INSURANCE INDUSTRY

His environment may have changed, but ex-coach Art Williams is still daring ordinary people to dream the Great American Dream—and telling them how to win.

by Maynard Good Stoddard

He still wears his favorite "easies" of sweatshirt and loafers, still gives his fiery halftime pep talk, still takes "scrub" teams and makes them winners. But today, this former Georgia Coach of the Year no longer delivers his go-get-'em locker-room speeches to a bunch of nervous high school football players. Today, Art Williams directs his inspiring message to the winning people of A.L. Williams Company, the fastest growing insurance sales organization in the country.

Leaving the security of the football field for the more hazardous field of insurance, Art Williams, once high school Coach of the Year, has brought thousands of ordinary people a success they never dreamed possible.

"You know how you feel when you go out on that field on Friday night," he shouts. "You've worked hard all week, you've sweated, you've run laps until you couldn't stand up, you've really paid the price. And when you go out there, dadgummit, you just *know* you're ready. You just *know* you've got the talent; you've got the ability; you know your plays; you're tough. And you know that if nothing unusual happens, if the plays fall the way you've planned and the referee is fair, you just *know* you're gonna win. There's no greater feeling in the world, dadgummit, than going out there and *knowing you're ready*!"

Yes, Art Williams still has one foot in the locker room, where he'd probably still be today—a "dadgummit"-shouting football coach—had not fate intervened.

While Art was still in college, his father died suddenly of a heart attack. In addition to the trauma of losing the central figure in his life, Art was forced to face another problem—the inadequacy of life insurance.

For many years, his father had sacrificed to pay the premiums on several "whole-life" policies, with every confidence that, one day, they would provide a comfortable living for his family when he was gone. Instead, they had come woefully short of their objective, especially with two young children still at home. Art was left with the filial duty of helping his mother meet the demands of the family budget.

The burden of these hardships he carried with him through his years at Presbyterian College in South Carolina and at Mississippi State. After graduating, he began another struggle to support his own family with a $10,000-a-year coaching job. This he did by taking odd jobs wherever he could find them: refereeing basketball games, selling Christmas trees, selling encyclopedias and exercise machines door to door.

Not that Art Williams was a failure as a coach. Quite the contrary. The son of a successful football coach, he was, as several high school records will testify, not only successful but outstanding. The Williams family discovered, however, that Coach of the Year trophies, besides being hard to digest, don't have the nutritional value of food on the table.

With hopes of moving up to become high school principal, Art worked on earning a master's degree in school administration. In the meantime, Angela, the girl he had fallen in love with in the second grade and married while in college, worked as an English teacher.

At this point, Art received the telephone call that was destined to change his life and shake the insurance industry to its trillion-dollar foundations.

The unforeseen shortcomings of his father's whole-life policies still fresh in his mind, Williams was quite willing to listen to the caller, his cousin, explain the advantages of "term" insurance over whole life. But he was reluctant to give it a try until, after considerable research and soul searching, he finally convinced himself that by selling term insurance to his friends and neighbors he would actually be doing them a favor. This he also discovered: Term insurance was anything but new. But having been kicked around the insurance field for years, it remained for a cherubic-faced

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football coach to grab the ball and score the touchdown.

Realization of the difference term insurance could have meant to his mother makes Williams angry. Instead of inadequate protection from his father's several whole-life policies, the same investment would have left the family in comfortable circumstances.

Art sold "term" based on the theory of "decreasing responsibility." A family's greatest need for life insurance occurs when a couple is just getting started and the children are young. It is then that the family would be most damaged by the sudden death of a breadwinner. In later years, when income has increased and the children are on their own, the need for heavy insurance coverage decreases.

"Term" confronts and condemns "whole life"—the mainstay product of the behemoth insurance industry for the past 125 years—for this basic reason: While cash-value insurance worked adequately for many years, because the interest rates paid on the savings accumulation were close to the rates paid by other savings vehicles, cash-value interest rates failed to rise with the spiraling national rise in interest rates.

Williams began selling term insurance part-time in 1967 and found that the concept literally "sold itself." He had the ability to take the mystery out of the complex subject of insurance and make it so simple, so understandable, that anyone could appreciate it. And his own excitement and belief in the product and the good it could sow as part of the average person's financial plan caused others to become interested in the product, too.

Williams became a very successful insurance salesman, making more in his part-time job than at his full-time coaching position. Little by little, he was becoming a crusader for "buy term and invest the difference," which led, of course, to one of the toughest decisions of his life. After a huddle with his somewhat apprehensive wife, he gave up coaching, moved his family to Atlanta and sold insurance full time in 1971.

It was difficult to find companies that would let Williams and his followers devote their time to the term product. From a company's standpoint, it was not profitable because of the low cost. Plus, the agent's commission was so low, you had to sell a larger volume of term to make money.

In 1973, Williams made a switch to a brokerage company that advocated term, hoping for a better opportunity. When he joined, the division he was assigned was in last place nationally. A year later, it was the number one division. But he and his followers were continually frustrated by limitations placed on their growth, and they felt, by this time, that they had unique ideas for improving the insurance industry and a developed management philosophy.

In February 1977, Williams, accompanied by his seven best managers and convinced that his theories were correct, formed A.L. Williams. It started out with 85 people, his original managers and several people they had recruited, with three southern states as their territory.

A 1979 Federal Trade Commission report that did much to boost A.L. Williams' reputation among consumers noted the average percentage of return in traditional cash-value policies at 1.3 percent—at a time when banks and savings and loans were paying much higher rates on savings dollars.

As Walter S. Kenton, Jr., writes in *How Life Insurance Companies Rob You*:

"Practically everybody needs low-cost insurance. But no insurance salesman in his right mind wants to sell it to you. . . . Insurance may be the most essential purchase of your life, but the only way you can get it is from a ruthless industry that brainwashes its salesmen and sends them out to take you for as much as they can get."

By contrast, the A.L. Williams people teach and preach the buying of lower-cost term insurance and investing the difference in a high-interest savings plan. Their message, in short, is simply this:

Buy term and invest the difference!

The rest, as they say, is history. The idea was right, and the timing was perfect. Growing consumer interest in investment and financial planning, bred from the necessity of soaring interest rates and double-digit inflation, made people willing to listen to the offer of "a better way" to insure their families. Gradually, reputable outside sources began to speak out about term insurance. Articles were appearing in newspapers and magazines. Financial authorities were beginning to endorse it. Other companies, in an effort to compete, were beginning to offer term products.

The acceptance of A.L. Williams by the consumer and the explosive

Art Williams has at least four special inspirations behind the "family first" philosophy he preaches to his people. Relaxing with him in the Williams' gazebo, they are daughter, April; wife, Angela; son, Art, Jr.; and his wife, Krista.

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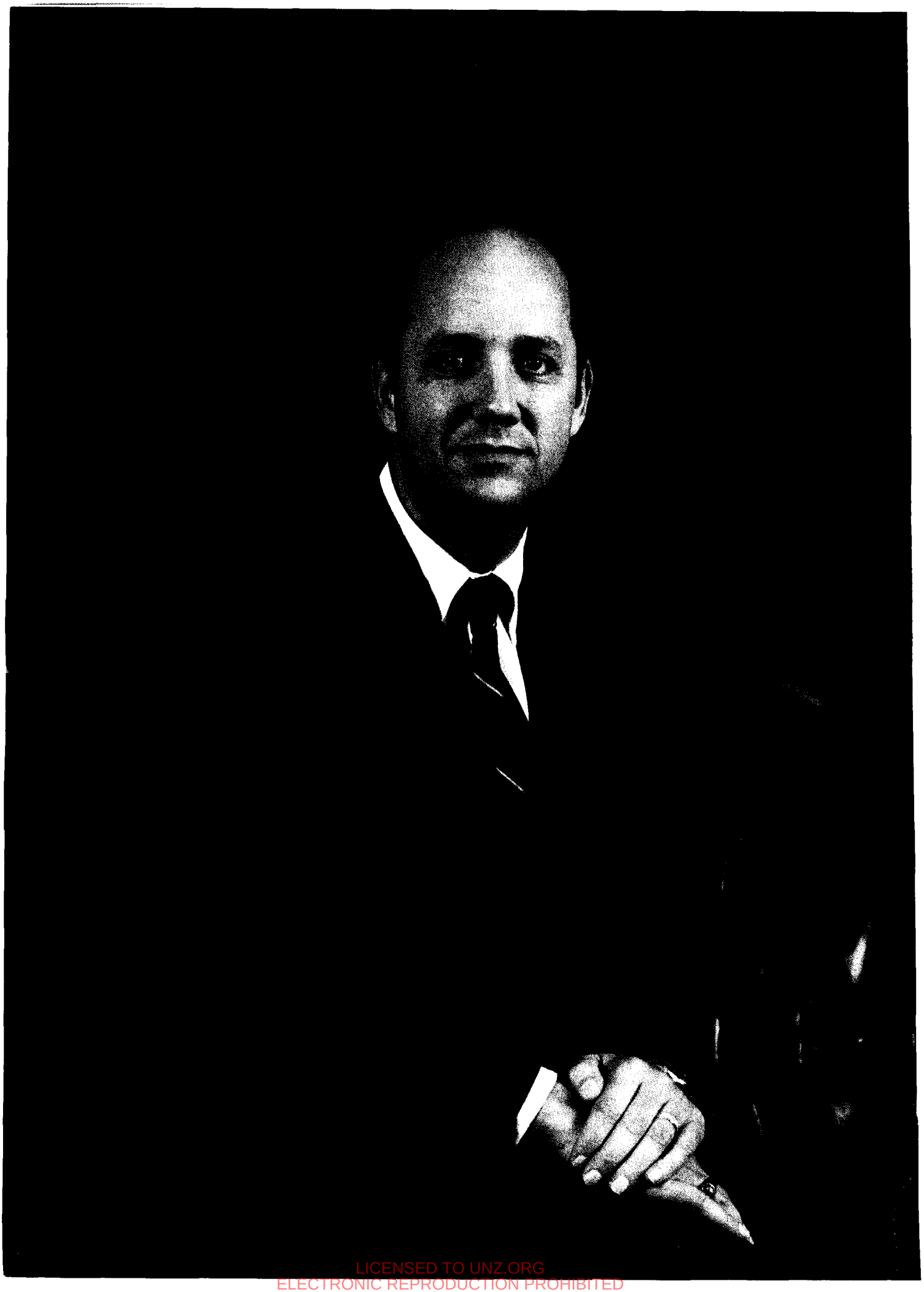

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success of the business stunned even Art and Angela. Art wanted to save people money, people who were paying too much for too little protection. He had ambitious plans. Yet he was as surprised as anyone when the A.L. Williams "revolution" literally began to change the face of the life-insurance industry in America—*after only six years.*

"I just wanted us to be real folks, good people, honest people," Williams says. "I wanted people to feel good about having me in their home, and I wanted them to believe what I said. I sold a different product—a product I totally believe in—and sold it in a different way. I found more people let me in their homes, and more people were buying my product, and I was having unbelievable success. And out of that environment, the A.L. Williams Company was born.

As they look back now, the tough times seem amusing. Art and Angela remember some of the early conventions, which were arranged only in the off-tourist season to save money. To cut expenses even more, Angela prepared the food—mostly hot dogs and sandwich fare—at home in Atlanta and brought it along. Often, when the RVPs arrived at meetings and seminars, the decorated rooms and seemingly catered smorgasbord had been prepared by Art and Angela a few hours before.

Bob Turley, who is a senior vice president with A.L. Williams, recalls how he telephoned Art, upon joining the company, to say that he needed a desk for his office. Imagine his surprise when the desk arrived, toted by the president himself and his top national sales director!

Today, there are 1,000 regional vice presidents, more than 50,000 licensed representatives and 800 offices in 47 states, Puerto Rico and the District of Columbia.

During that first year, 1,500 new representatives were recruited and licensed. Today, more than 1,000 new applications for licensing are received *each week.*

Face value of the policies sold the first year totaled $350 million. Today, 25,000 policies with a face value of more than a billion dollars are written per month. In 1982, this added up to the neat sum of $16 billion!

Based on the company's current rate of growth, A.L. Williams' individual sales will surpass Prudential, the granddaddy of them all, in 1984. By 1985, the A.L. Williams organization will sell more mutual funds than Merrill Lynch, all of which means that the ex-football coach and his once scrub team is the fastest-growing life-insurance marketing organization in America.

This cancellation of competitors' whole-life policies and substitution

Art fell in love with his Angela in Cairo, Georgia, while in the second grade. Today, she considers herself "the luckiest person in the world" to be his partner, in life as well as business.

When Art Williams talks, everybody at the numerous A.L. Williams seminars and conventions around the country listens. And when he departs from his prepared notes on the podium and explodes into an off-the-cuff "dadgummit" spellbinder—the only speech he has, jokes his wife—his audience eagerly rises to the challenge to "do something special with your lives!"

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of less-expensive term policies with A.L. Williams has, understandably, brought some name-calling from the enemy camp, who, among less printable epithets, call Williams' people "term-ites."

The term-insurance plan offers "his people," as Art so zealously proclaims in his podium-pounding pep talks, "the most challenging dadgummed opportunity in the whole dadgummed country!" And so dedicated is he in revitalizing among his people the Great American Dream of "owning your own business and helping others to bring that dream to reality" that his considerable personal wealth has been acquired almost incidentally.

While it may sound corny to his critics, his sincere "you've got to dream again" captures the hearts and the minds of the many eager new players who join the A.L. Williams team each month. And when Williams stirs the spirit and the imagination of his people (they're never called "employees") at frequent seminars and conventions, it's with a deep-seated belief in the merits of honesty, integrity, hard work and the will to win.

Once he begins to speak, any doubt that this man is a leader is dispelled. He begins softly, but within minutes has launched into a passionate, almost evangelistic, exposition. He talks about the company, its success, its goals and ambitions. He talks about products and procedures. But most of all, he talks to and about people. He is as caught up as the audience, and his prepared notes lay idly on the podium as he energetically delivers what his wife, Angela, jokingly calls "the only speech he has."

It's a spellbinding blend of positive thinking and reality therapy. He repeatedly emphasizes that the company was built for ordinary people who want to "do something special with their lives." "We're unique," he tells them. "We've found a better way to build a company. We've found a better way to sell insurance and investments. We've brought a better quality of people into the insurance business. Our vitality ratio is high because we push people up." He tells them they are winners, that they have the capacity to succeed, just as he has. "Develop a winning attitude; don't ever say 'I can't.' The winner stays motivated for as long as it takes to get the job done." To Williams, attitude is everything.

"You've got to want to be somebody bad, so bad you can't stand it," he says.

"The 'whole-life' industry has a problem—and that problem is *us*, dadgummit!

"We have to play the best we can against a good team. Someone is going to beat Prudential, and if we get our share of the breaks, A.L. Williams will be the team to do it."

The eye-catching bumper stickers that proclaim "A.L. Williams Changed My Whole Life" carry a double meaning. Whole-life policies from other insurance companies are changed to term policies by the thousands, and "whole lives" are changed for the ordinary folks catapulted to success in the process of preaching the gospel of term insurance to their friends and neighbors.

Edward F. Smith of Augusta, Georgia, regional vice president, says, "Becoming a part of this company has been the single greatest accomplishment of my life. We are not only changing the lives of the thousands of consumers we serve but also the thousands of agents who take advantage of the company's business opportunities."

Lloyd Tomer, 48, from small-town Benton, Illinois, is one of the fastest-rising managers at A.L. Williams. Prior to licensing in April 1981, he was floundering. His wife had died of cancer in 1979, he was an out-of-work minister with two children, and he had made just $10,200 in 1980. As a senior vice president at A.L. Williams, his 1982 income was more than $175,000.

National Sales Directors Bob Miller (above) and Bobby Bouisson (right) were both teachers and coaches before becoming early recruits in the A.L. Williams Company and contributors to its rapid progress. For Miller, the proverbial woman behind the successful man is Janie, with children Beth and Eric; for Bouisson, it is Marion, with Bobby, Beau, Missy and Libby.

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"Everything is so right and honest and moral at A.L. Williams that if I were to build my own company from scratch this is exactly how it would turn out."

Ed and Elaine Smith, both in their early 30s, owned several discos and managed bands in Augusta, Georgia. After three years, they are both regional vice presidents for A.L. Williams. "We were looking for a real opportunity that would never put limitations on us. . .that offered more than lip service to the black community," Ed says. "A. L. Williams is everything we wanted—and more."

"I was 17 years a professional in the insurance industry," says Senior Vice President Virginia Carter for headquarters in Atlanta, Georgia. "I had never seen the excitement and constant motivation of an Art Williams. Every day I feel good about the job I am doing. I wouldn't swap places with anyone in the world."

Vicki Scott and Rick Wood, twins, are duplicating their success as regional vice presidents with the A.L. Williams Company.

Rick (Ft. Worth, Texas) joined Art Williams as a part-timer in 1975, one of the first 85 people with the company. "A.L. Williams is a phenomenal opportunity for all people," he says. "I helped recruit my sister Vicki in 1978, and in two years, she became an RVP and has opened the entire state of Virginia to A.L. Williams."

The twins' mother, Dot Wood, is also a member of the A.L. Williams Company family. She is a licensed agent working from the Richmond, Virginia, office.

Neal Askew, 35-year-old former police officer from Conroe, Texas, became a senior vice president with A.L. Williams in less than three years. His income *per month* with ALW exceeds his annual salary as a police sergeant. "Art Williams showed me how to help myself by helping others. It's real; it's a dream that I and my friends daily make true."

Dave and Greg Fitzpatrick are father and son RVPs for A.L. Williams in Ft. Lauderdale, Florida. Greg spent 10 years as a high school teacher and basketball coach before joining A.L. Williams as a part-timer in 1974. Accepting the full-time challenge in 1978, he became an RVP in 1979.

No, this isn't the A.L. Williams method of pulling in customers. This is the tug-of-war event, with "Bouisson's Orphans" giving their all, at the Boca Raton convention for regional vice presidents. The Williams approach is more subtle.

After 32 years as a professional educator and school administrator, Dave Fitzpatrick joined A.L. Williams part-time in 1978, becoming an RVP in 1981. "I just wanted to help my son out at first," says Dave. "Then I came to believe that I could do something special with my life."

Ronnie Barnes, a former teacher, is now a senior vice president with 33 offices from coast to coast and is the only A.L. Williams representative in Hawaii. "The challenge," he says. "That's what motivates me more than the money, more than anything else—the challenge. There isn't anything I wouldn't do for A.L. Williams to see it grow."

Drinking and smoking are never in evidence at an A.L. Williams wingding. But there is a hearty addiction to ballroom dancing, an exercise that Art obviously embraces.

Bob Turley, former big-league pitcher with the St. Louis Browns, Baltimore and the New York Yankees, joined A.L. Williams after hanging up his spikes. "I now have 28 managers and a solid growing business," he will tell you. "That's the greatest part of A.L. Williams. It's many businesses within a business, always building but never built—a new challenge each day. It's fun, and it keeps me happy. I call that success."

With thousands of people as pepped up as these, along with the inspiration behind them, it's small wonder that, after only six years, the "David" of A.L. Williams today dares shout to the "Goliath" of Prudential: "How'd you like a piece of the rock!"

Any success, especially such an overwhelming one, is quick to attract critics. But Williams never expected the attacks that would come from the industry giants. At first, they had only scoffed at Williams and his "little band of 'term-ites.' " But when the number of people replacing their

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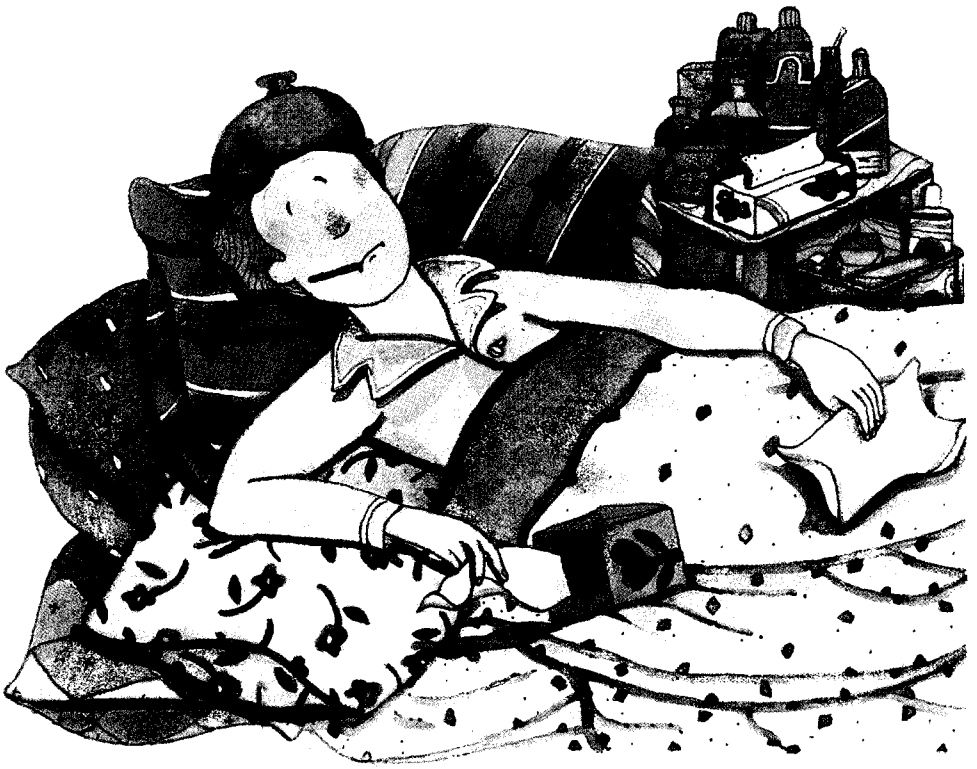
TEST YOUR COMMON COLD SENSE

What you don't know about the common cold probably won't prove fatal, but scientific updates on this contagious curse are not to be sneezed at.

by Thomas J. Majerski

Illustrated by Andrea Eberbach



So you think you know everything there is to know about the common cold? Do you really? There's more to colds than merely taking two aspirin tablets and getting plenty of rest and fluids. Are you sure you know how to treat a fever? What causes colds? Can you separate fact from fallacy?

Well, this quiz, based on the latest scientific cold research, is designed to see just where you stand in the world of runny noses and scratchy throats. You may be more knowledgeable than you think—or *less*! Choose what seems the best response for each of the following questions.

1. Colds are caused by which of the following organisms?

A. Any one of several hundred different viruses.

B. Some variety of germ yet unthroughout the country annually.

3. A. This is true primarily for three reasons: (1) You will have been exposed to many viral infections by then, and so have that many fewer with which to be troubled; (2) your children, among the main carriers of colds, will be grown up; and (3) you will probably spend less time outside your home (thus being less in contact with virus-infected persons) than ever before. However, catching cold in your later years can be a serious affair, with complications such as pneumonia being a very real danger.

4. C. Yes, all of these can, and do, spread colds, but cold researchers have recently found that most cold viruses are actually passed on by hand. By touching the hands of a cold sufferer or any object contaminated by one and then touching your face, you become the next cold victim. How to help prevent colds? Wash your hands frequently and keep them away from your face when you're out publicly during peak cold seasons.

5. D. Generally, the more you are exposed to environments where cold viruses are present, the greater your chances of catching cold. As long as you are not immune to a virus that has invaded your system, there's virtually nothing you can do to prevent an upper respiratory infection. It's as simple as that. To most of us, cold researchers say, that means

Answers

1. A. More than 200 different strains of virus, microscopic infectious organisms, are now known to cause colds. The good news: Once you've been infected by a particular cold virus, you become immune to that strain for life.

2. A. While most American adults suffer from two or three colds a year, the national average is six, according to the U.S. Public Health Service. Parents of young children catch at least six colds each year, and the kids themselves must endure close to a dozen. That's more than a billion cases of the sniffling nuisance

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known to science.
C. A certain bacteria.

2. Only one of the following statistics about the common cold is *false*. Which is it?

A. The average number of colds per year for Americans (children and adults) is two.
B. The common cold accounts for about 20 percent of all illness in the U.S.
C. On the average, you have a one in five chance of catching cold during the summer.
D. Doctors are visited for colds more so than for any other health problem.

3. At what stage in life are people generally least susceptible to colds?
A. The elderly years.
B. From age two to six.
C. Young adulthood.
D. Infancy.

4. Colds are spread from one person to the next most commonly by:
A. Coughs.
B. Sneezes.
C. Hands.
D. Kisses.

5. Whether or not you catch cold depends largely on:
A. Your level of resistance.
B. Your sex.
C. Your occupation.
D. Luck.

6. Exposure to cold temperatures increases your susceptibility to colds. True or false?
A. True
B. False

7. Once you've become infected, when is your cold the most contagious?
A. Only during the first 24 hours after your symptoms appear.
B. At any time during your illness, up until your symptoms disappear.
C. In the early stages, generally until about the third day after your symptoms emerge.

8. You have a cold with a fever of 102° F. Assuming you are an otherwise healthy adult, what's your best course of action?
A. Get to bed, and reduce your fever at once by taking two aspirin every four hours.
B. Let the fever run its course, and drink plenty of fluids.
C. Get to your family doctor without delay.

9. Which of these medications has been proven most effective in treating colds!
A. Penicillin.
B. Cold vaccine.
C. Aspirin.
D. Sulfa drugs.

10. The home remedy scientifically found to be most helpful in treating cold symptoms is:
A. Chicken soup.
B. Whiskey.
C. Orange juice.
D. Tea.

that during the winter cold season we have about a 50-50 chance of getting a cold.

6. B. Grandmother was wrong: Exposure to extremes of cold does not cause colds; neither does dampness nor experiencing sudden changes in temperature, says Dr. Christopher Andrewes, the world's leading expert on the common cold. Hundreds of volunteers have stayed for hours and even days at a time in cold chambers, soaked and chilled. The result: Not one of them ever emerged from the ordeal with so much as a sneeze. Indeed, their chances of catching cold were found to be no greater than they were for others who remained dry and at normal room temperature.

7. C. Most viruses are long gone several days after your cold symptoms first appear. You continue to feel miserable for days after, though, because your damaged cells are still in the process of being replaced.

8. B. Contrary to popular belief, all fevers are not bad for you. A mild cold fever is actually your body's reaction to invading virus: nature's way of fighting off the infection. New research, in fact, shows that reducing a fever with aspirin will probably make your cold hang on longer than if you had let the fever run its course. Drinking lots of fluids is necessary to help prevent dehydration, the only real threat of most cold fevers.

9. C. So far, no medication can cure the common cold, but of those now available, aspirin still offers one of the most effective means of relief from cold miseries. Penicillin, sulfa drugs and other such antibiotics are useless against viral infections. Similarly, cold vaccines are impractical because of the large number of cold viruses.

10. A. Hot fluids help clear virus-laden mucus from the nasal passages. And, believe it or not, doctors at Mount Sinai Hospital have proved folk medicine's all-time favorite cold remedy to work best. Unfortunately, nobody knows exactly why chicken soup is so effective. Never mind, just so long as it works for you. ■

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RICHARD CHAMBERLAIN: BEYOND ROMANCE

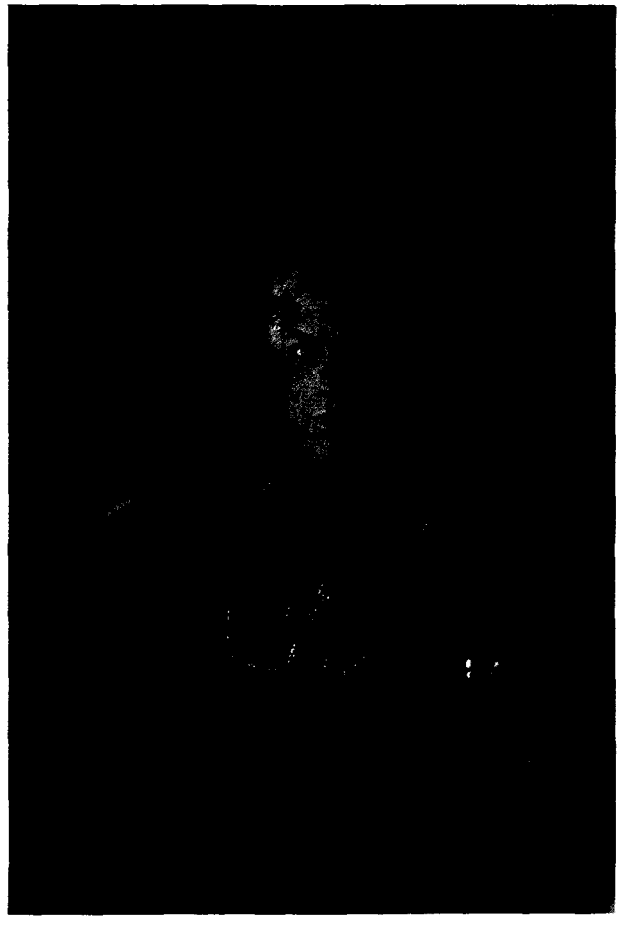
The leading man of "Shogun" and "The Thorn Birds" looks beyond romantic roles to the new and greater challenge of producing and playing in his own television dramas about real people.

by Donald Chase

For Richard Chamberlain, the last few years have been a time of tremendous personal and professional growth. "A time of questioning old assumptions, of pursuing various courses aimed at an expansion of awareness, of opening up as I've come to like myself better," the actor says between takes of "The Thorn Birds" at Burbank Studios in Hollywood. He is in "age" makeup for filming of the final scenes in the nine-hour ABC miniseries based on Colleen McCullough's best-selling novel, but the gravity lent him by a gray wig and latex wrinkles is belied by his boyish lankiness, clear, animated blue eyes and expressively rangy voice. In fact, it's hard to believe he's in his mid-40s.

Playing Father Ralph, the protagonist of "The Thorn Birds," is surely something Chamberlain could not have done comfortably without questioning some old assumptions.

"Father Ralph," he explains, "is a Catholic priest who's sent from Ireland to Australia as a kind of punishment for having lost his temper and insulted a bishop. In Australia, he serves the owner of a giant sheep ranch, Mary Carson (Barbara Stanwyck). She engineers a situation that forces him to choose between receiving her estate on behalf of the Catholic Church, which would restore him to their good graces, or allowing it to go to the Cleary family, whose daughter, Meggie (Rachel Ward), he has fallen in love with. "Ralph," the actor summarizes, "is, in fact, torn between three incompatible loves. He is very taken by the power and glamour of the Church in Rome. He is deeply in love with Meggie. And he is deeply in love with God—he's a priest with a genuine vocation."



Transformed by plastic wrinkles and a stint at a Jesuit novitiate, Chamberlain assumes the role of Father Ralph, ambitious priest of Colleen McCullough's "The Thorn Birds."

As a boy growing up in Los Angeles, Chamberlain had gone to Presbyterian Sunday School, but he says, "That really didn't take, and as an adult, I've never felt the urge to become part of an organized religion." As well, he admits to having had "some negative preconceptions about the priesthood and about the Catholic Church as an organizational structure." How, then, could he portray a priest with the kind of commitment and understanding necessary to involve an audience in his plight?

"We've been fortunate to have as our technical advisor a Jesuit named Father Sweeney," Chamberlain answers. "Father Sweeney just blew me away. He's so—well, for real in his love of God and his wanting to open people to God's love, which is his basic reason for being a priest.

"He set it up for me to spend a couple of days at a Jesuit novitiate in downtown Los Angeles. I got to speak to these young and not-so-young novice priests and watch them work: They pray and study and meditate in the morning and go out to work in the community in the afternoon—at the county jail and some really tough, low-down places. They bring hope to people who are really hopeless and not otherwise cared for in human terms. What the Jesuits were doing—they were the only order I observed—was profoundly spiritual and apparently very effective in the community."

While "The Thorn Birds" project has changed his concept of organized religion, it is not the first movie role to alter his perceptions and

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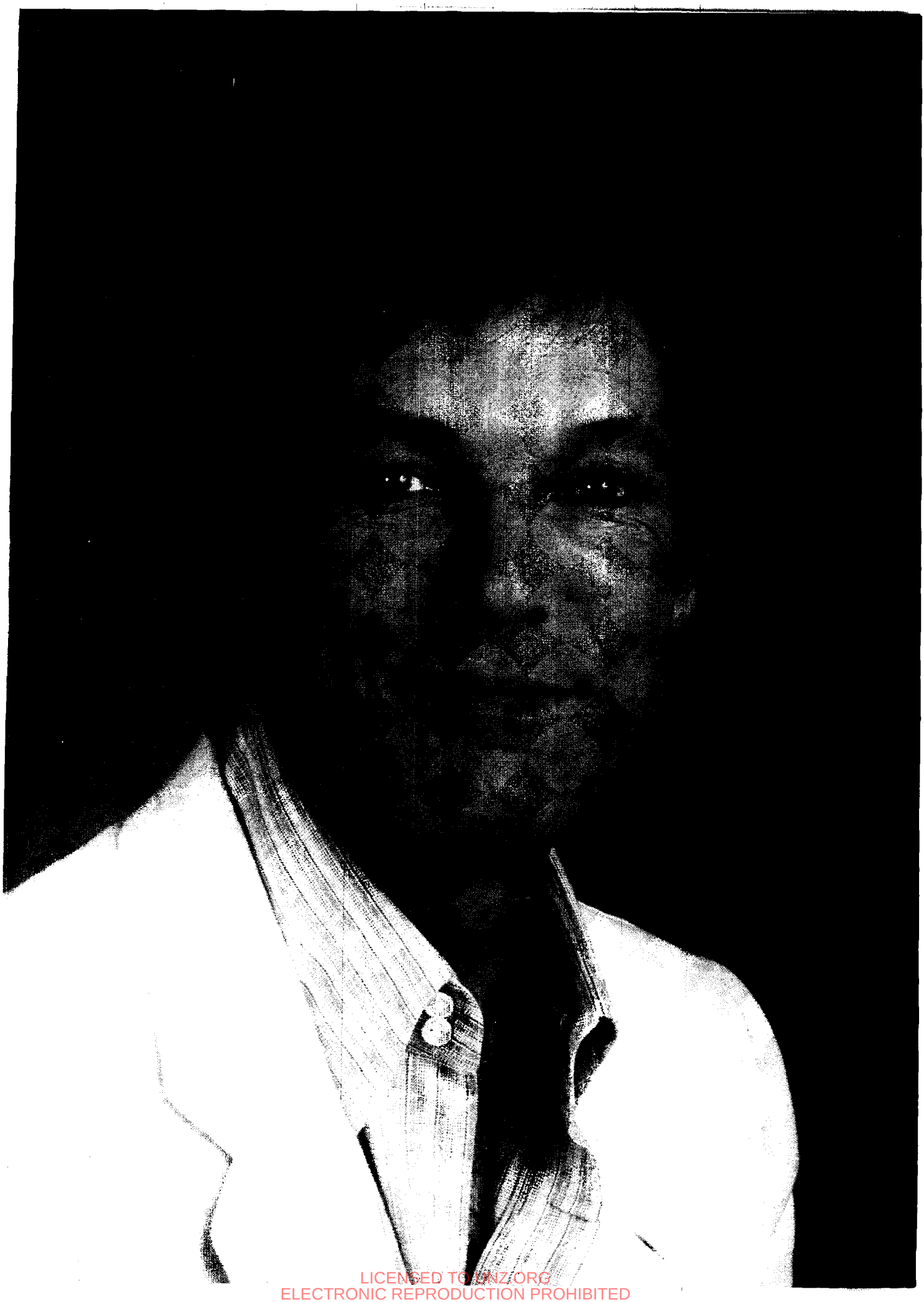

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tastes. After filming "Shogun" for the hit TV series based on James Clavell's novel, Chamberlain developed an appreciation for the Japanese lifestyle, and after returning from several months of shooting the epic miniseries in the Orient, he began to find much of Western domestic architecture oppressive. As a result, for more than two years now he has been drastically altering the interior of the ranch-style Beverly Hills bachelor house where he spends most of his time. (He also has an apartment in New York and a vacation hideaway in Hawaii.)

"The previous owners of my house had made various additions to the basic structure that really didn't make a great deal of sense spatially," says Chamberlain. "However, what began as a minor job of renovation to accommodate the tokonoma"—a flower- or scroll-decorated corner platform—"and a few other pieces I acquired in Japan became something much larger. It was: 'Well, if I'm going to do this, I might as well do that, too—and *that* and THAT and *THAT*, as well.' "

Things eventually became so chaotic that the actor moved to the house next door, which just happened to be for rent, and from there supervised the continuing renovations. "A strange way to live, to put it mildly," he laughs. "But when everything's finished, which will be soon, I'll have an open, airy house that's very much mine—it's the most personal house I've ever lived in.

"I built an area in my office especially for painting," adds Chamberlain, who had studied art at Pomona College before scoring in student theatricals changed his career plans. "The problem has been to set up and take down every time I had the urge to paint, so I figured if I had a place where I could set up and leave stuff, I might get to it more often. Finding the time and the focus *is* a problem, though, as I've learned I can only spread myself so thin."

Actually, Chamberlain's life has opened out so that it tends to accommodate more and more activities. As busy as ever on stage (last year he was Wild Bill Hickok in a new play called *Fathers and Sons*) and screen (the thriller *Bells* will be released soon) as on TV, he has also identified himself with a political issue for the first time.

"I'd never been directly approached about lending myself to anything political, except for one local candidate who I had to turn down because of scheduling conflicts," he says. "And I haven't had the time to do the kind of research that I feel one should do before getting behind any particular movement or candidate. But then I recently went white-water rafting down the Tuolumne River through Yosemite. It's a perfectly balanced river at the moment, with a certain amount of dams, a certain amount of water for agriculture and a certain amount of water for rafting or fishing. But now the city of San Francisco wants to put up another dam on the river. I told the guys who ran the rafting trip, who are very ecologically minded, that if they wanted a spokesman, I'm willing. The only thing they've asked me to do so far is host a pro-Proposition 13 art sale in Los Angeles, which I did."

The conservationist Proposition 13 was defeated in the November 1982 election, despite support from the powerful *Los Angeles Times*. But Chamberlain is undaunted, offering himself up to "anybody who has a sensible plan for water management in California."

Travel is another means by which Chamberlain is branching out and reaching out. Of course, he has probably traveled in the line of duty as much as any contemporary actor. In addition to the Japanese sojourn for "Shogun," he has gone to Australia to shoot *The Last Wave* (but not "Thorn Birds," which was filmed in Hawaii and Simi Valley, California); to Spain for *The Three Musketeers* and its sequel; to Italy for the TV film "The Count of Monte Cristo" and to England for numerous film and TV assignments and the 1969 stage production of *Hamlet* that cinched his transformation from the pretty boy of the "Dr. Kildare" TV series to serious actor.

But even in his private travels, he has rarely had the opportunity for the anonymous, in-depth study of another culture that he did last year when he went to South America. "A bunch of us—20-odd people, mostly from outside of show business, but all interested in feeling out a place on more than just a tourist level—went for six weeks," he relates. "We sometimes stayed overnight in monasteries, and I was able to enjoy, immediately, the kind of person-to-person contact that takes longer to establish when you've got to get past my public 'identity.'

"By that, I mean both the qualities that people rightly or wrongly project onto me *and* the feeling on my part that I have to keep pumping energy into upholding some kind of public image or persona. In Lima," he laughs, "a photographer chased me around a hotel lobby trying to take my picture, but that was the

Life is not all stages and sets for Richard Chamberlain. He somehow finds time to keep in shape by riding horseback, surfing and playing tennis, while also maintaining his skill as an artist and, lately, making his own stained-glass windows.

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only event of that kind in all the time in South America."

Professionally, Chamberlain has expanded his horizons by forming his own production company. The plan is for the company to produce and Chamberlain to act in a number of two-hour television movies for CBS. The first is to be *By Reason of Insanity*, a drama in which he will play a writer who murders his wife while in a state of mental incompetence, then recovers and has to deal with the consequences of his act.

"I wanted to take the responsibility, at least in part," he explains, "of providing myself with material I found exciting to act and of having a bit to say about the actual production of it instead of being somewhat at the mercy of another producer. Then, practically speaking, I had the opportunity to do so because 'Shogun' put me in a rather nice position. But I can't point to a particular moment when I had an amazing insight and suddenly went out to be a producer. I rarely have gigantic breakthroughs—a slow, steady growth is more my process."

To a significant degree, Chamberlain attributes his recent growth to the teachings of Dr. William Brugh Joy, a physician turned holistic doctor who teaches at a retreat in Lucerne Valley, California. Chamberlain learned about Joy from a friend and spent two weeks at the retreat to acquaint himself with Joy's precepts. There he learned of the doctor's amazing story.

"He'd been a medical doctor with the absolute best training and a stupendous talent for his work," Chamberlain relates. "But all his life, he'd had certain sensitivities to other aspects of existence—spiritual things, things that are not part of traditional medicine. He began to find he could feel people's energy with his hands. He himself could transfer energy to people—be a kind of conduit of energy. He could relieve pain, for instance. The use of morphine went way down on his ward—mostly terminal cancer patients."

According to Chamberlain, Dr. Joy was eventually questioned about his unorthodox holistic methods in a staff meeting at the hospital with which he was affiliated. Opting for full disclosure when he could easily have skirted the subject, he received an ultimatum from his chief of staff: "If you wish to continue here, you must practice in the prescribed way." Joy decided to follow his own lights, but Chamberlain says that "he's primarily a teacher now; he doesn't do a lot of healing. He's written a wonderfully articulate book called *Joy's Way*.

For Chamberlain, subscribing to some of Joy's precepts does not necessarily preclude consulting traditional medical practitioners—or even untraditional ones, such as acupuncturists. In fact, Chamberlain numbers an acupuncturist among his friends and has even visited one, though he says it's impossible to tell if the treatment was effective because he was not in excruciating pain, as were friends who *have* claimed to be helped.

Chamberlain's eclecticism extends to the areas of diet and exercise. "I do a certain amount of exercise every day," he says, "because I don't feel good otherwise. Sometimes I run, sometimes I play tennis or ride, sometimes I do calisthenics. I once took dance, so I know a lot of stretching exercises. Because I travel and live in hotels so much, I've figured out how to turn my room into a gym—do pull-ups on the door, lift chairs. I eat the usual American balanced diet: quite a lot more meat than most of my friends"—beef stew for lunch on the day of this interview—"plus vegetables, fruit, whole-grain breads and rice. Varied but not strict."

Chamberlain has probably acted in more period pieces than any of his American peers, and he admits that he, personally, has felt the pull of the more romantic eras of history. "But there's an element of escapism in intense romanticism," he says. "I'm now more and more interested in the life around me. One reason I was attracted to *By Reason of Insanity* is that it's a contemporary story with a hero who's not romantic in any way."

After *By Reason,* Chamberlain hopes to produce and act in a TV movie with a contemporary setting but a hero that could be said to be romantic in his way—William Brugh Joy. "Because Brugh's story is really an inner journey," he says, "dramatizing it has been rather difficult. But after several years' struggle, we're finally coming up with a wonderful script."

Is there not a sense of things coming full circle in Chamberlain playing the maverick Joy when his first fame as an actor came from his portrayal of the very conventional Dr. Kildare?

Chamberlain doesn't think so. "The fact that they're involved in the same profession doesn't have a great deal of meaning for me," he says. A point well taken, for surely each is unique in his own way, and just as surely Richard Chamberlain is the man to appreciate that uniqueness and portray it.

Although accustomed to roles that involve more than just a taste of romance (which is supplied in "The Thorn Birds" by actress Rachel Ward), Chamberlain is looking forward to his next performance as a very nonromantic character in "By Reason of Insanity."

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BED ETIQUETTE

A man's house may be his castle, but unless he sleeps in a king-sized bed, uneasy lies the head that wears the crown.

by Maynard Good Stoddard

Illustrated by Don Trawin

Good bed manners begin prior to the act of jumping into bed. They begin by informing the husband, who'll be coming home late, that the main items of bedroom furniture will be transposed by the time he hits the old sack—or the spot where the old sack used to be.

As a case in point, I crept into our house late one night after an exhausting day of selling ladies' unmentionables (which, for several years, I forced myself to mention) door to door. So as not to wake my dear wife (who was at that moment chewing on her pillow to keep from snickering and spoiling the show), I climbed the stairs in my sock feet, undressed in the dark, walked over and dropped onto what should have been the bed. Only it wasn't the bed. It was the vanity. Bottles flew, vials broke, jars rolled, atomizers atomized, and for the next week, I smelled like an Avon lady direct from a three-day tour of the factory. As for getting all the glass out of my nether anatomy, the project still hasn't been completed.

The right to snore, especially after a hard day's work selling feminine underpinning, is my candidate for the Fifth Freedom. There are those who hold, however, that snoring is more a candidate for grounds of incompatibility. And hold further that any and all means of putting an end to that "unholy racket" is justified.

Proper etiquette, of course, calls for the snoree to shake the snorer gently by the shoulder and murmur lovingly, "You're at it again, dear." But there are snorees who resolve the first offense of the night by kneeing the snorer in the kidneys with such authority that he doesn't get at it again for the next two hours. Offense number two has been known to end with an attempt on the snorer's life via a pillow over his face or, at best, a crude invitation to knock it off or spend the rest of the night on the couch. One hears rumors that a third offense is sometimes terminated by the clamping of a clothespin over the nose of the offender. Fortunately, I've never been able to get back to sleep after offense number two.

Another bedtime barbarism that could stand a little etiquette concerns the temperature of the sleeping partner's feet. Why the female foot drops to 20 below the minute she hits the bed, while the male foot remains its own warm, pleasant self, is probably a difference in genes, hormones, calories, the id—stuff like that. Or maybe its just nature's way of saying, "Not tonight, Buster." Then again, it could be that she leaves one of her feet hanging outside the covers until frost forms, suffering the discomfort for the sheer pleasure of ramming it into her sleeping opponent's back. I suppose, in all fairness, there *is* some sport in watching old semisleeping hubby suddenly shoot up over the headboard and roll off onto the nightstand.

That's another thing. In going to bed, as in going through doors and into elevators, I'm still old-fashioned enough to let my wife precede me. Of course, if the bed happens to be warmed up when I arrive, so much the better. However, once her posterior, her eight arms and the foot that hasn't been left outside to chill have staked out her claim, it's a toss-up whether I'll spend the night clinging to my edge of the bed or join the flea motel we call a dog on the floor. Rather than hang around waiting for her to have a subconscious relapse and move over, I have tried getting up, walking around and sliding in on the other side. But that leg leading to the foot being iced is a bother.

Bed etiquette, in other words, was never more urgently needed than during the winter season. Especially for anyone having an allergy to cold sheets. And more especially for anyone intimidated by the first menacing growl after finally getting up the nerve to encroach upon a preheated area. Thus I, for one of those anyones, am nightly required to turn my hemoglobin up to High and warm as best I can my own little corner of the percales.

And how patiently my dear wife waits—waits for my knees finally to pull away from my stomach and my feet to begin inching downward. At this signal that the top sheet covering me may now be warmer than the top sheet covering her, it's time to

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turn over and take the top sheet with her, leaving me to warm up the next section from scratch.

I really haven't checked, but by the number of times she can do this in the span of one night, this clever little woman has arranged our top sheet to operate on the principle of the roller towel. And any attempt to reverse the thing is useless. Anyone clever enough to come up with the idea is clever enough to install a stop-lock.

Not to rattle the skeleton in the family closet, or however that goes, but I occupy a bed with a woman who has what is known in medical circles as "Restless Legs." Vicious would be a more accurate adjective. What they do, as regular as Old Faithful, is lash out, toenails at the ready, every minute and 12 seconds. I could set the alarm clock by it. On occasion, when the toenails have found their mark and are anchored in the calf of the other occupant's leg, they may miss an eruption. But by this time, said other occupant is usually headed for the medicine cabinet.

My suggested solutions have fallen upon the ear turned toward the pillow. The night she must have been dreaming of pedaling up the Matterhorn on a rusty bicycle, I hinted at installing a bundling board. Just a little something about three feet high that would limit my nightly pain to an occasional splinter and possibly spare me the unpleasantness of a series of rabies shots. She wasn't for it. The thermal socks I gave her, thinking they might dull the bite of her toenails, she is wearing in her outdoor boots. And the long sheath nightgown, which I hoped would serve as a hobble, she is saving "for good."

Speaking of sheath nightgowns, that's another little matter. Perhaps not of national urgency, but it pertains to those occasions when hubby comes home lit (excuse me, late) from a night out with the "boys." Rules of etiquette call for the night light to be on, his side of the bed turned down and his worried wife waiting to receive him with a deep sigh of relief that he has once again returned safely to her tender loving arms. The occasion of one of my recent (meaning within the past five years) nights out proves, however, that the rules are not always followed to the letter.

Once I had stumbled my way into the bedroom and fumbled my way into bed, my only intention, honestly, was to do the husbandly thing and offer my wife a friendly goodnight pat somewhere upon her person. But I couldn't find her person. Found her outline with no trouble, but I couldn't get to her, if you know what I mean. Reaching down to where her nightgown should have ended, it didn't. At the risk of smothering, I worked my way down to the foot of the bed and still hadn't come to the end of it. She, in fact, had gone to all the trouble of tucking the bottom of her nightgown under the mattress. The old headache route would have been more subtle, I thought to myself (having always had trouble thinking to someone else). And while I was still down there trying to figure the thing out, one of her restless legs erupted and caught me squarely on the chin.

The next morning, while trying to ingest my oatmeal through a straw, my dear wife said, "How come you slept on the top sheet last night?"

Although now too late to do me any good, still my love for my fellow man compels me to recommend that rules governing bed etiquette be made a part of the ceremony that troughs a couple's plights. "Do you, Kitty Crumcake, promise to love, cherish, surrender half the bed, keep your cold feet to yourself. . ." and so on. Then, hopefully, some of these sleeping contingencies would stop continging. And a man might occasionally get a good night's sleep, instead of having to grab what he could at his desk the next day.

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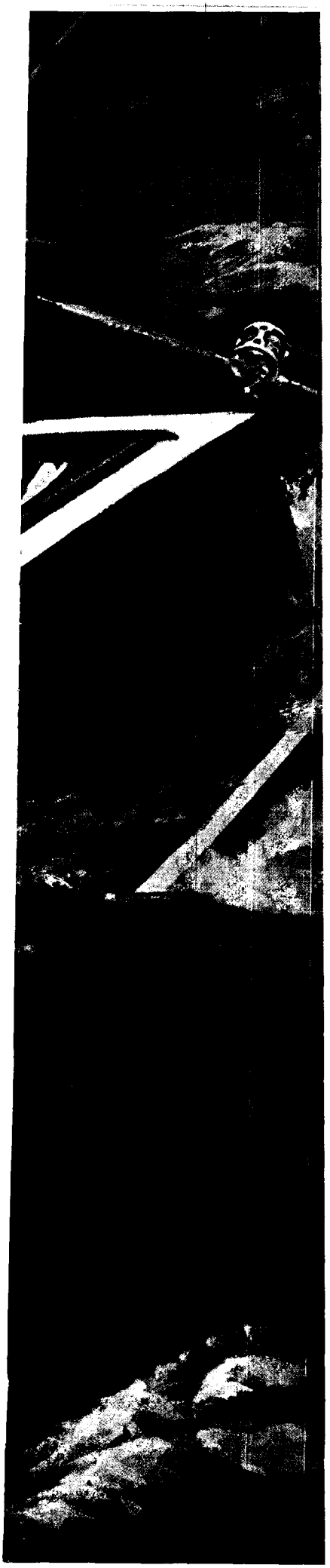

BOTTS AT SEA

A sucker for taking advice, Alexander Botts takes a fishing trip with a prospective buyer of his Earthworm tractors—and runs into "reel" trouble.

by William Hazlet Upson

Illustrated by Walter Skor

Earthworm City, Illinois
November 16, 1959

Alexander Botts, Sales Manager
Earthworm Tractor Company
Care Earthworm Tractor Dealer
Tampa, Florida

Urgent. Double rush. Tell our Tampa Dealer to load an Earthworm tractor on one of his Earthworm diesel-powered fishing boats and proceed to Mott's Landing, Florida. You had better go along. Call on Mr. Lee Montgomery, president of the Tri-State Development Company. I hear from a friend that Mr. Montgomery is starting a big real-estate development and is planning to buy a fleet of Behemoth tractors. Give him a good tractor demonstration. Show him that Earthworms are better than Behemoths. He is said to be an ardent fisherman, so you might be able to arouse his interest by taking him on a fishing trip. Besides selling him a fleet of tractors, you might also sell him one of our boats.

Gilbert Henderson
President,
Earthworm Tractor Co.

Mott's Hotel
Mott's Landing
Tuesday, November 17, 1959

Dear Henderson: Your wire arrived yesterday morning. Our Tampa dealer could not get away, so I left him behind and came down here with an Earthworm diesel-powered fishing boat and an L77 Earthworm tractor. I also brought a competent tractor and boat operator, who navigated us very skillfully down the coast to the Ten Thousand Islands.

We arrived at Mott's Landing early this afternoon. The operator started unloading the tractor. I called on Mr. Montgomery.

After introducing myself, I said, "Sir, I understand you are thinking of buying some tractors."

"That is correct," he said. "A Behemoth salesman is in town with one of his tractors. He has given me a demonstration. And I have just signed an order for 12 of his machines."

"Before you send that in," I said, "I would like you to see an Earthworm tractor. I have brought one down from Tampa, and I can demonstrate it for you any time you want."

"All right," he said, "I will tell my secretary to hold this order until tomorrow afternoon."

Note: Up to this time, Henderson, by following the first part of your instructions, I had been progressing very well. At this point, however, I made a serious mistake. I do not know why it is, Henderson, but every once in a while I make a sucker out of myself by following advice so stupid that I ought to know better, but don't. In this case it was the advice contained in the second part of your telegram which led me astray.

After thanking Mr. Montgomery for holding up the Behemoth order, I said, "It may interest you to know that I am an ardent fisherman."

"So am I."

"I have brought along," I said, "one of our latest-model Earthworm diesel-powered fishing boats. I would like to take you on a little fishing trip—after the tractor demonstration."

"Fishing is more fun than tractors," he said. "Let's go fishing first."

He gathered up a lot of fishing tackle and hustled me out the door. On the way to the pier he insisted on picking up and bringing along an obnoxious little man named Beasley who is the Behemoth salesman—and also an ardent fisherman.

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The next I knew, the three of us were in my Earthworm-powered boat, and Mr. Montgomery was shouting orders as I steered down the bay and out into the Gulf of Mexico. An Earthworm boat steers easily, and for a while I got along fine. But before long, a heavy wind came up. The boat began heaving and wallowing about, and I found myself so seasick I could no longer think clearly.

To make things worse, Mr. Montgomery kept using words like port, starboard, aft and some that I don't even know how to spell, like "gunnel." Mr. Beasley seemed to understand all these terms, but I had to guess. Somewhere I had heard that port and starboard referred to the two sides of the boat, but I could not remember which was which. So, when Mr. Montgomery would yell something like "Hard to starboard!" I would turn in one direction, and if he quieted down, I would know I had done it right. If he kept yelling, I would turn in the other direction.

After a while, Mr. Montgomery and Mr. Beasley each got out a heavy fish pole with a long string that went around a reel mounted on the handle. The other end of the string had a sort of a shoehorn and a fishhook on it. They sat down in a couple of swivel chairs on the back of the boat and let the hooks drain in the water.

From their conversation, I gathered they were after something called kingfish. Pretty soon, Mr. Montgomery got a bite and yelled at me something that sounded like "Throw the boy over the transom!"

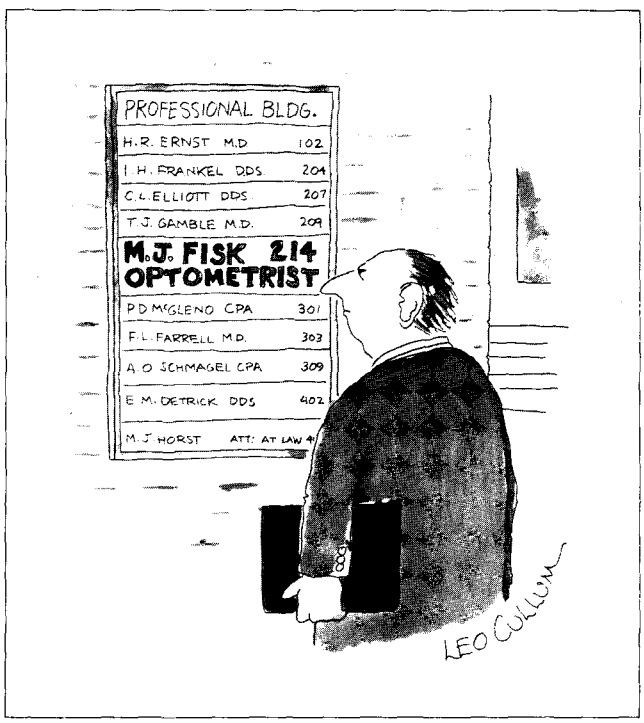
I tried to be helpful. I yelled, "Aye, aye, sir." And I began throwing various objects here and there, hoping I would accidentally hit on the right thing. But Mr. Montgomery only yelled louder and louder. Finally he ordered me to come and hold his fish pole or rod or whatever he called it while he did whatever it was he wanted done.

By the time I reached the swivel chair, the boat had got sort of sidewise in the waves. It was rolling hideously. I was slipping and sliding on the wet boards. And when I took hold of the big fish pole, it jumped right out of my hands and disappeared in the water.

"I'm sorry," I said. "I'm just too seasick to do anything."

Mr. Montgomery looked me over. "You go and lie down," he said. "I'll take the wheel, and we'll get back to port."

When we reached dry land and I had somewhat recovered, that slimy toad, Mr. Beasley of the Behemoth Company, attempted some dirty work. Turning to Mr. Montgomery, he said, "I want to tell you again how impressed I was by a remark you made to me yesterday. You said that honesty and truthfulness are the most important qualities you look for in anyone with whom you are doing business."



"That's right," said Mr. Montgomery. "Any time I find out a man is a liar, I am through with him forever."

"It is a splendid principle. And I could not help thinking about it this afternoon during our delightful fishing trip—delightful, that is, except for the unfortunate loss of your beautiful rod. As I remember it, Mr. Montgomery, you told me that you are an ardent fisherman. I told you that I am an ardent fisherman. And I think we have both proved our statements."

"We sure have."

"From the way you took hold of things, Mr. Montgomery, I could tell that you are a fisherman of great experience and great skill."

"And I could say the same of you, Mr. Beasley."

At this point I decided that Mr. Beasley's little game had gone far enough. "If you are insinuating that I was dishonest and untruthful when I said I was an ardent fisherman——"

"Mr. Botts, you surprise me," said Mr. Beasley. "I never insinuated any such thing. I wasn't even thinking about you. Of course, now that you have brought the matter up, it is possible that Mr. Montgomery here may have acquired a slightly unfavorable opinion of you and——"

Mr. Montgomery spoke up. "As a matter of fact, I have been a little disappointed in you, Mr. Botts."

"I don't blame you," I said. "I'm sorry I lost that fish pole. If you'll tell me how much it cost, I'll be glad to pay for it."

"It was not a fish pole, Mr. Botts. It was a rod. And it cost about $500. But that is not what is bothering me. When you told me you are an ardent fisherman, I had hoped you would be a kindred soul—like Mr. Beasley here. I had hoped you would show a little more familiarity—a little more skill——"

"Mr. Montgomery," I said, "this is all a misunderstanding—a very natural one, but still a misunderstanding. When I said I was an ardent fisherman, I did not mean that I was experienced, or skillful, or that I knew anything about it."

"Then what did you mean?"

"I was using the word ardent in its more basic sense—burning with zeal, glowing with enthusiasm."

Mr. Beasley interrupted, "If you're so glowing with enthusiasm for fishing, Mr. Botts, how come you never learned anything about it?"

"That," I said, "is one of the tragedies of my life. I was born and raised in abject poverty in a small town in Iowa. We were far from the

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AMISH FARMING: THE GENTLE WAY OF LIFE

"We didn't inherit the land from our fathers," say these most conservative members of the Mennonite church. "We are borrowing it from our children."

by David Kline

The sound was unmistakable. I heard it one morning last spring, while on my way to milk the cows. A pair of cliff swallows, their raspy voices calling out to one another, had returned to nest underneath the eaves of our barn. As in previous years, their arrival was preceded by several days of warm weather and southerly winds. Soon, many more of the birds would be flitting about the barn, selecting nesting sites and gathering mud from below. It is a sight we not only welcome, but one that we could hardly live without. The birds, you see, are our allies. We depend on them to help us farm in the traditional way.

Along with my wife and five children, I live on a 125-acre farm in central Ohio—one of many small farms owned by the 14,000 Amish people who live in the region. Like our neighbors, we do not use automobiles, electricity or other modern conveniences. And like most other Amish farm families, we are more concerned with soil conservation than with producing the highest possible yield on our land. To us, farming is the art of gentle persuasion. As one writer put it: "We didn't inherit the land from our fathers; we are borrowing it from our children." Thus, rather than rely too heavily on chemicals and man-made fertilizers, we seek natural ways to grow and protect our crops. And that's where the birds come in.

Each year, the swallows kill thousands of insects over our fields, enabling us to keep our pesticide use to a minimum. That, combined with other time-proven conservation practices, gives us an advantage over certain pests. Consider the cereal-leaf beetle, for instance—an insect that began to infest our region about 15 years ago. The larvae of this creature feed voraciously on the leaves of some cereal crops, such as spring-seeded oats. We've found, however, that by waiting to sow the oats until the soil temperature warms—which is about two weeks later than the recommended planting date—the beetle's damage can be greatly reduced. In the warmer soil, the oats sprout and grow so quickly that by the time the larvae hatch and begin feeding, the oats are ready to head out. Thus, the need for insecticide is eliminated.

Meanwhile, to allow the nutrients and minerals in our soil to release naturally, we rotate our crops—planting corn one year, oats the next, then wheat, hay and back to corn. Not long ago, a seed salesman asked one of my neighbors why he doesn't plant more lucrative cash crops such as corn and soybeans every year. "And dump all those insecticides on the land? It's not worth it," he replied. "And besides, there'd be no variety, like listening to the same preacher every Sunday." Most Amish would agree.

These descendants of Swiss and German settlers have maintained the family farm as it once was across most of the eastern United States: 80 to 160 acres in size and passed on from one generation to the next. The Amish church is the most conservative segment of the Mennonite church, an Anabaptist group that originated in Switzerland, but is now centered in the United States and Canada. While other Mennonites have largely accepted the 20th-century mode of living, the Amish have chosen not to utilize most technological developments.

In the early 1500s, our founders were the first religious leaders to preach the separation of church and state. They considered religion to be voluntary. Today, we still think that it is impossible for a church to maintain its values if its members associate too freely with people who hold different values. In view of this, we have not always accepted the cultural changes that come under the heading "progress." We prefer to use horses and buggies rather than automobiles, because we believe they are better suited to keeping the family unit—and the basic structure of the community—intact. We dress in plain, simple clothing because we have no interest in achieving more "style" or "glamour."

Persecuted and driven from their western European homes, hundreds of our ancestors began emigrating to North America in the early 1700s. Most of them settled in Pennsylvania, where Quaker leader William Penn offered them a safe haven. Eventually, new Amish communities sprang up in Indiana, Iowa, Illinois and central Ohio. Our farm has been in the family since the turn of the century.

It was in the early 1940s that my father first noticed that some cliff swallows were establishing a nesting colony near our barn. From six nests that first year, the colony has steadily grown to about 200 nesting pairs today. One reason the birds have prospered so well here is that we offer them a steady supply of mud—from the pigpen next to the barn—with which to build their gourd-shaped nests. In addition, a few years ago, we put up wooden cleats beneath the eaves. These prevent the nests from dropping to the ground after a heavy

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rainfall. Not long ago, I added a second row of cleats four inches below the top ledge to give the birds more nesting space. It was well worth the effort.

While studying cliff swallows, one researcher counted the number of times the adult birds returned to the nest with food for their young. He estimated that they carried an average of three insects per trip, which amounted to more than 900 insects collected by each nesting pair daily. "Such figures should convey a distinct meaning to those people who doubt the value of the cliff swallow to the farmer on whose building it seeks a nesting site," wrote ornithologist Arthur Cleveland Bent. Every year, about three-fourths of the birds raise two broods of four or five young each on our land. Thus, they're busy collecting insects throughout most of the summer crop growing season.

In addition to the cliff swallows, nearly three dozen pairs of barn swallows nested inside our building last year. They, too, have been increasing in number annually. Unlike the cliff swallows, they seem to prefer reusing old nests after adding a new layer of poultry feathers. Last spring, only three pairs of barn swallows built new nests inside. Meanwhile, outside, as many as 200 purple martins—the largest members of the swallow family—nest in the wooden houses we have built for them.

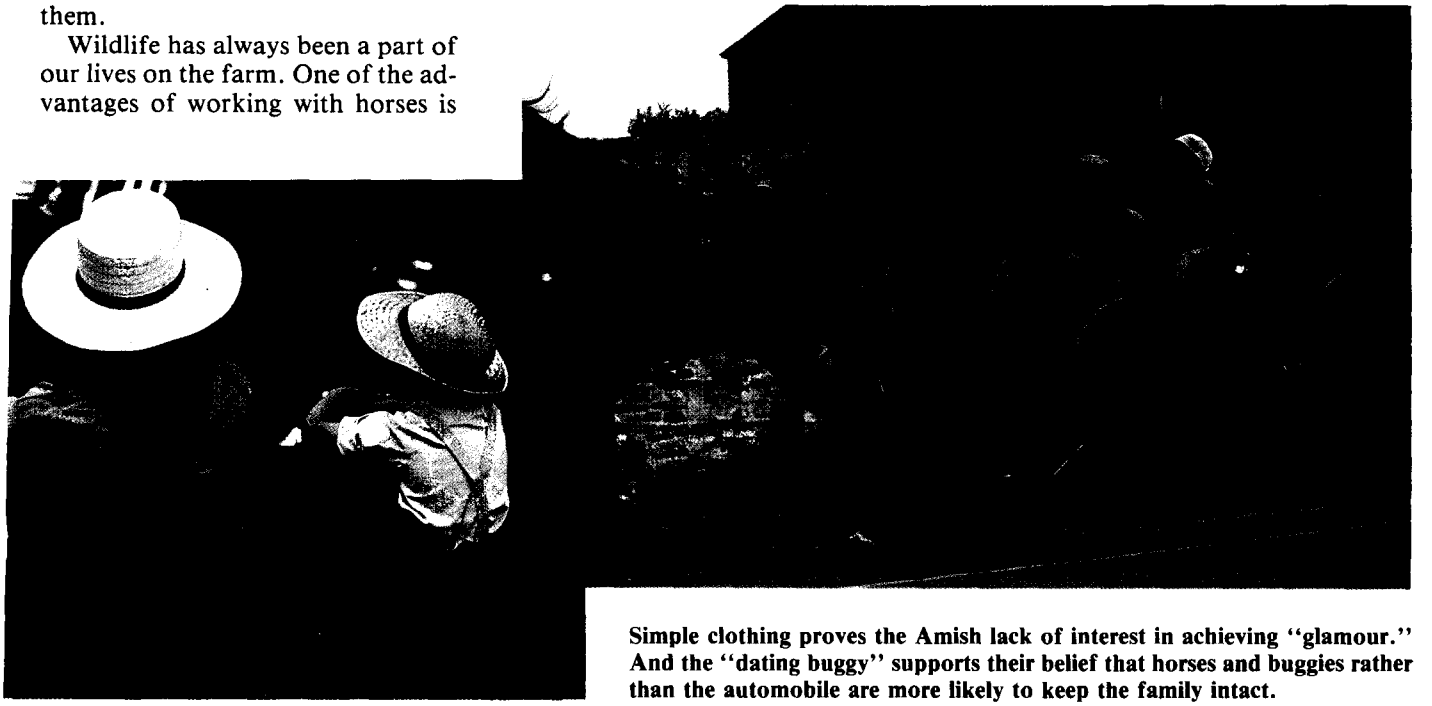
Wildlife has always been a part of our lives on the farm. One of the advantages of working with horses is that we not only see, but also hear, the wild things around us. Last spring, for example, I was in the midst of plowing a field when I heard a killdeer's distress call and then saw its broken-wing decoy act. It warned me that a nest was on the ground nearby, and after locating it, I plowed and planted around the eggs. The satisfaction of seeing the downy precocial young several days later was my reward.

The Farmers' Market in Lancaster, Pennsylvania, provides ample evidence of the respect these descendants of Swiss and German settlers have for the soil.

My father's interest in birds was first ranked by a Mennonite schoolteacher, his instructor for seven of his eight years of formal education. Four decades later, I had the same teacher for seven years. Under his able tutelage, I was gradually able to dispel many of the myths surrounding wildlife. In time, the word "chicken hawk" was replaced in my vocabulary by "red-tailed hawk," and nature appreciation became as important to me as the three Rs.

As the warm sultry days of August arrive on the farm, the cliff swallows are busy feeding their second brood, and the martins are already preparing to migrate to South America. We are busy hauling loads of amber sheaves from the field to the barn and pitching the bundles, heavy with grain, into the maw of the ever-hungry thrashing machine. It is dusty and sweltering but, nevertheless, rewarding work.

By early September, the martins and cliff swallows will have departed, and only a few barn swallows will remain, lingering behind to feed the young that were hatched late in the season. We, too, will begin making preparations for winter, piling the barn to the rafters with hay and straw for the livestock and filling the granaries with our bounty. Soon, the root cellar will also be well-stocked, and the shelves in the basement will be jammed with preserves and other farm goods. Then, we will pass the holiday season doing indoor chores by lantern light, and waiting patiently for spring, when the barn will again be buzzing with birdlife. It is a satisfying life, not for everyone perhaps, but certainly for us.



Simple clothing proves the Amish lack of interest in achieving "glamour." And the "dating buggy" supports their belief that horses and buggies rather than the automobile are more likely to keep the family intact.

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GET YOUR KITS TOGETHER

If you want to save money and have the time, there's certain to be a clock-kit model to complement your decor and fit the very nook you have waiting for it.

by Louis Bignami

Over the past six months, my wife, Annette, and I have built four clocks from kits—a medium-sized walnut grandfather clock from the Emperor Clock Company, a larger red oak and Carpathian elm grandfather clock with beveled glass sides and a triple-chime movement from Heath Company and a lovely walnut Viennese Regulator and an inexpensive battery-powered oak Gilford Galley Clock from Craft Products. We think kit clocks make great family projects. We split the work and share the fun. I like to do the casework and insert the clockworks; she would rather sand wood parts and do the finishing.

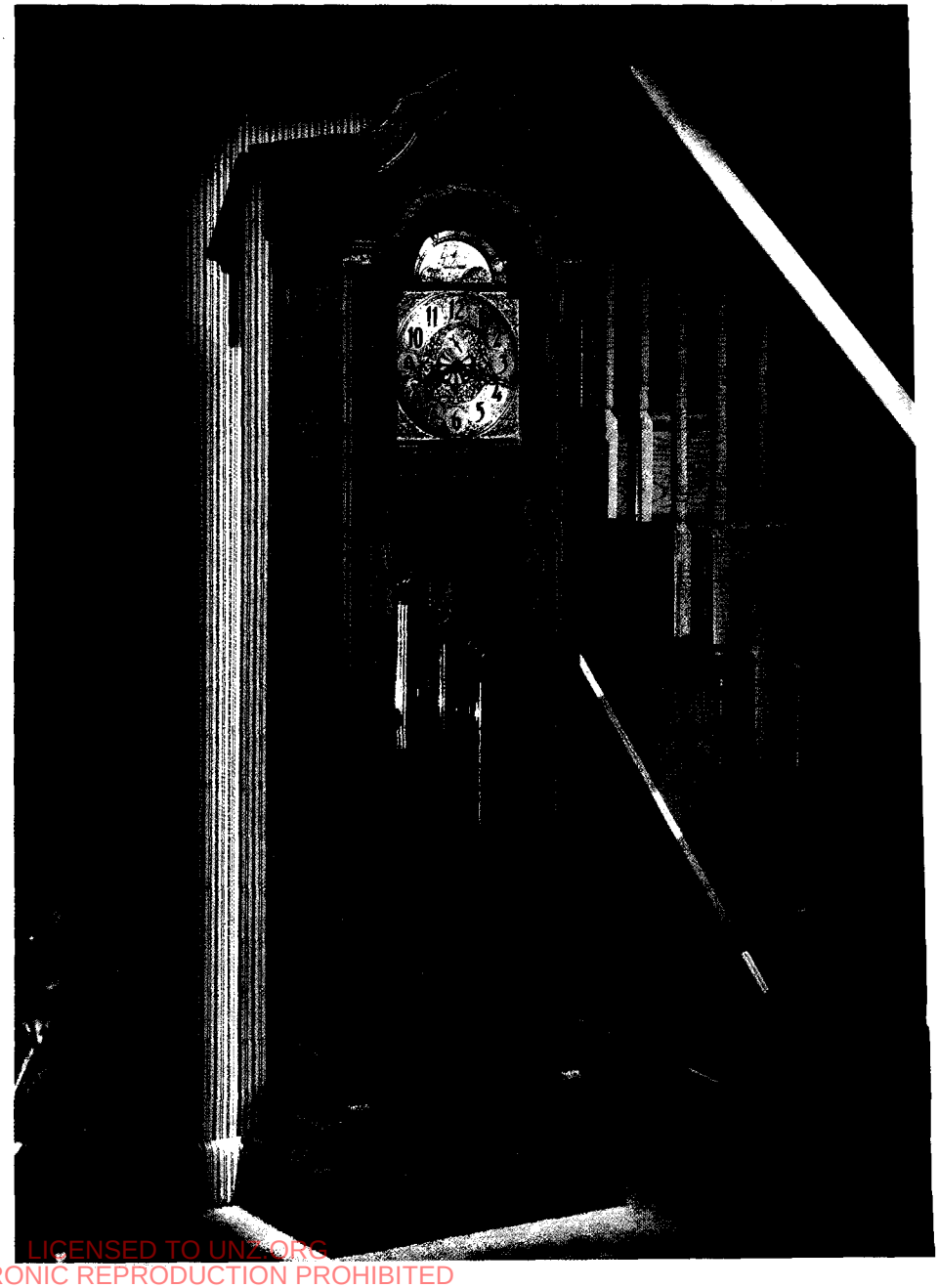
With both of us on the job, we complete a large grandfather clock in three or four evenings, and assembly goes so fast we can see major progress after every work session. No advanced woodworking skills are required because clockworks are preassembled and cases are precut and rough sanded. All that remains is fitting and gluing the parts, fine sanding, finishing, adding glass and inserting the works.

Since we're so enamored with kit clocks, it's fortunate there are so many different classes and so many options in each class that we're unlikely to run out of projects. This also means you'll be able to find exactly the right clock to suit any taste and budget.

Given the number and variety of clock kits on today's market, you should find a model in a style to fit your decor, in a finish to match your furniture and in a size to suit even the most awkward spot on your floor, wall or mantle. Since case construction and clockworks assembly require extensive labor, clock kits offer at least 50 percent savings over retail prices. Materials, works and design seem far superior to most assembled clocks, too. Best of all, given the impressive result for the size of your investment and the limited amount of time it takes to complete your heirloom timekeeper, kit clocks offer superb value. While massive grandfather clock kits aren't cheap, moderately priced grandmother clocks can suit tighter budgets, and wall, bracket or "electronic" clock kits cost less than you might expect.

Selection

Once you've looked over as many catalogs as possible, the next step is selection. Kit clocks, at least to my eye, enjoy much better designs than most store-bought models. Most kits on the market are authentic reproductions of British, Colonial



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or later American designs that tend to run to simple lines and classic proportions that blend well with both traditional and modern decor. A few European designs suit those who prefer a more ornate look.

It's difficult to generalize about the different types of standing, wall and mantle or bracket clocks, as the one selected will depend, in large measure, on what looks good to you. However, one industrial designer I know claims that less ornate models "wear better" over time, and my wife notes, "The plainer the design, the less there is to dust."

Once you've narrowed your choices to one clock type or design, the next step is to consider material options, price and quality among the many models offered by different manufacturers. In kit clocks, as elsewhere, premium materials do come at a premium price. Therefore, it is often wise to buy a smaller-sized, top-grade kit clock in your price range, rather than a large, lower-quality model.

Case wood is the most important consideration in the finished appearance of most kits. Black walnut, cherry, red oak and pine are the most common case materials. Some kits add Carpathian elm burl and other decorative overlays. Since quality clock kits are a "one-time" investment, hardwoods are worth the extra cost.

Hardwood turnings and solid, precut and presanded pediments—the ornate sections at the top of the clock—are typical and nicely finished. Some kits add metal finials (tops) on carved trimmings and other metal decorative parts, such as handles on the top of bracket clocks. Heavy brass is typical here.

Most clocks come with glass over the face. Although some kits supply glass, others require you buy it separately. Good quality glass is recommended in the latter case, as it lets you see the clock's dial without the distortion of cheap window glass.

Standing or floor clocks sometimes use beveled glass in front of the pendulum. A few also use it on the side of the waist—the thin center section that connects the wider base or pedestal with the larger hood that holds the clock face.

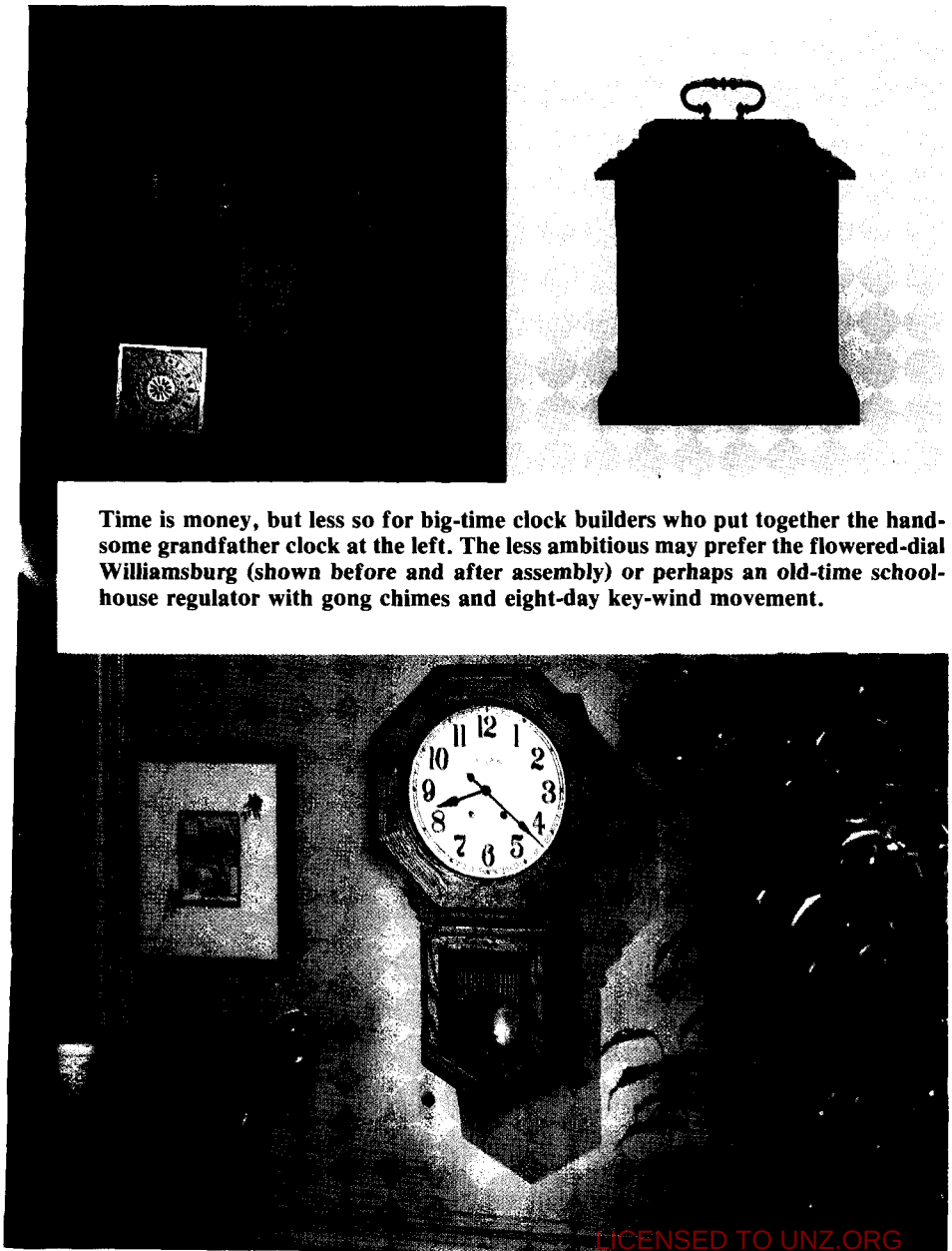
Clock dials also vary considerably in appearance. The most expensive clocks use brass faces with or without silver time rings—the section on which the numbers are displayed. Painted and enameled dials are available. Some come with colors; others have black and white faces. Kits with milled brass and painted black Arabic or Roman numerals can be obtained, too.

Almost all of today's mechanical movements are made in West Germany or Japan and are extremely reliable with faster-slower adjustments made by turning a knob or altering the pendulum length.

Electric movements for traditional clocks come with short and long pendulums and with or without gongs or gong strikes. Heath Company also sells both mantle and glass-shelf display case clocks with large red electronic numbers that are extremely accurate and blend well with modern furnishings.

While it's possible to build a silent clock, one of the pleasures of building quality kit clocks is in selecting chime types. Winchester and/or Westminister, Wittington and St. Michael chimes play four notes on the quarter hour, eight notes on the half hour, 12 notes on the three-quarter hour and 16 notes on the hour—plus striking the hour—and are available on most standing and some wall and mantle or bracket clocks.

Of course, if you can't find a complete kit that exactly suits your needs, you might want to examine the offerings of the Craft Product Company and other clock-parts manufacturers that sell works, cases and decorative items separately. If



Time is money, but less so for big-time clock builders who put together the handsome grandfather clock at the left. The less ambitious may prefer the flowered-dial Williamsburg (shown before and after assembly) or perhaps an old-time schoolhouse regulator with gong chimes and eight-day key-wind movement.

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BEIRUT—BACK FROM THE DEAD

A crippled city since the Lebanese civil war in the '70s, Beirut was left a helpless shambles after the Israeli attacks in 1982, but now the rebuilding has begun.

by Landrum R. Bolling

The Lebanese long called their country "the Switzerland of the Middle East," their capital city of Beirut "the Paris of the Arab world." Such claims were not at all far-fetched a quarter of a century ago. However, during one horrible week in August 1982, as Israeli bombs rained down on the western half of Beirut, I heard no such words of local pride about a city that was being relentlessly destroyed. In the previous seven years, Beirut already had been torn by internal violence as Christian and Muslim, leftist and rightist factions killed each other by the thousands.

Today, the Lebanese are digging their way out of the rubble, both the wreckage produced by the Israeli invasion of 1982 and the ruins left by the civil war of the mid-1970s.

It was back in 1975-76 that the PLO was able to establish its state within a state in South Lebanon. During that time, the Syrian Army came in to restore order, sometimes helping the Christians, at other times helping the Muslims, and Syrian forces ultimately became the uneasy allies of the PLO and ineffective guardians of peace in the area. Because peace was so uncertain, because Beirut remained divided along a so-called Green Line and because the government of Lebanon was so weak, the PLO was able to establish itself as the primary power in West Beirut. Native Lebanese accepted this situation with a kind of despairing resignation. No wonder they lacked the confidence and the will to carry out a thorough reconstruction of their wrecked city.

It is hard to kill a city, especially one as beautifully situated between sea and mountains as Beirut, home of some of the most enterprising people on earth. Today, despite the difficulties of recent years, Beirut is rising from the rubble and ashes.

After days of bombardment last August from gunboats just off shore, from supersonic bombers that flew in from the south and from artillery firing from the surrounding hills, I ventured out during a lull in the attack one afternoon to see if I could find some toilet articles and a change of underwear. In the shell-scarred Bristol Hotel, where I was staying, I had grown restive and more than a little disheveled.

Down the hill from the hotel I walked. Most shops were shuttered and many buildings damaged. Yet, on the sidewalks, the commerce flourished. Picking my way among the makeshift displays of Arabic, French and English magazines, American whiskey and plastic water containers, I found a drugstore merchant who had set out his wares in neat rows on steps leading into a corner office building. There were enough soaps, toothpastes, shaving lotions, creams and headache remedies to restock all of the bathroom medicine cabinets in an entire neighborhood.

I bought what I wanted and moved on to a men's-clothing merchant standing along the curb beside his cardboard cartons. He didn't have my size unpacked, but reaching over into a delapidated car parked nearby, he fished out just what I required. The price was right. Neither he nor his neighbor, the sidewalk pharmacist, had tried to gouge me, even though I was obviously a foreigner.

The sidewalk merchants of Beirut, of course, did not just spring into being in the midst of General Sharon's siege of their city. They belong to a hardy and ancient breed, and their numbers increased enormously during and after the Lebanese civil war of 1975-76.

Back then, block after block of weatherproof tin and packing-case sheds were erected on the broad paved walkways of the city. But those thriving businesses disappeared as the siege of Beirut got under way. They were in the direct line of the gunboat shelling.

While the siege was still on, I asked an East Beirut architectural engineer how long it would take to reconstruct the city.

"Five years," he replied without hesitation. "Once the PLO is gone from Lebanon, once the fighting has all ceased, once the Syrians and the Israelis have left, you will see how fast we Lebanese can rebuild our country and this city. We have the skills and the know-how. We can get the money. All that is needed is the political will; and that will come when we are masters again in our own house."

The rich oil-producing Arab states of the Gulf are expected to provide much of the financing—between $4 billion and $6 billion, it is hoped. Lebanese domestic financial resources are being counted on to supply as much as another $14 billion. The World Bank was promptly asked for loans amounting to

More than 50 apartment buildings in Beirut's residential neighborhood of Corniche Mazraa were reduced to skeletons by an Israeli air attack. The business district fared no better.

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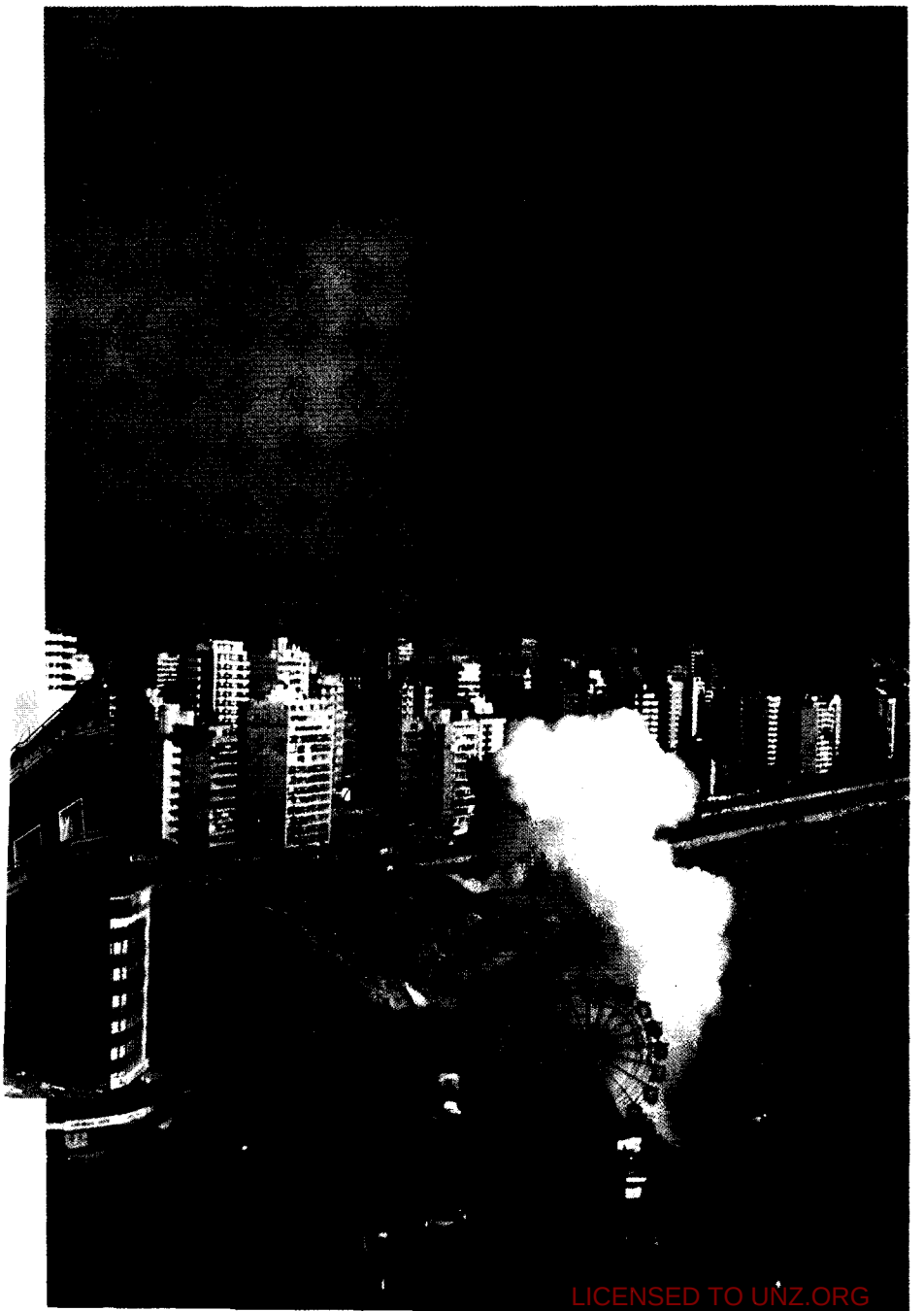
several hundred million dollars. The United States government came forward with more than $100 million soon after the siege of Beirut ended, and various European governments also offered substantial help for relief and reconstruction.

Save the Children, World Vision, Catholic Relief, Church World Service, American Near East Refugee Aid (ANERA), the American Friends Service Committee, CARE and other agencies of private American philanthropy responded to the evident human needs from the beginning of the Israeli invasion. Some already had representatives in the Middle East. Others dispatched staff members from their home headquarters, getting them into the middle of the troubled areas despite extreme hazards.

Extensive human suffering has been prolonged since the fighting ended. Thousands have been left homeless. Many more are without jobs. Relief supplies were bound to be required for a long time.

Before the Israeli invasion, although there had been a central government, complete with president, prime minister, national assembly and army, there was no effective national administration. The PLO and a dozen different militias controlled various districts of Lebanon and divided the city of Beirut. Practically everyone owned firearms—pistols, automatic rifles or even more lethal weapons. The Israelis controlled a strip a few miles wide along the southern border through a cashiered former Lebanese army major, Saad Haddad. The Lebanese who continued to live in that area were virtually cut off from the rest of their country but had easy access to Israel through what the Israelis called "the good fence." Haddad and his men were financed, armed and trained by Israel.



North of Haddadland lies a broad band of country that includes the coastal cities of Tyre and Sidon and several refugee camps, plus West Beirut, all then controlled by the PLO and their Lebanese leftist allies. East Beirut and a number of coastal towns and mountain villages to the north and east of the capital city were under the firm control of the Christian forces. They were long divided into bitterly warring factions until Bashir Gemayel, the flamboyant young leader of the military arm of the Phalange—the political movement founded by his father—coerced other rival Christain groups into accepting his leadership and created a more or less unified and tough military political force that aspired to put the whole country together again.

The Israeli invasion of South Lebanon brought about the expulsion of most of the PLO fighters and their political leaders, shattered the leftist Lebanese alliance with the Palestinians and gave the Phalange the opportunity to put a Gemayel in as president. (After Bashir was assasinated, his older brother, Amin, became president.)

President Amin Gemayel was greeted with considerable enthusiasm as he took office, from Muslims as well as Christians, including members of factions that had long been bitter enemies of the Gemayel family and the Phalange. He was widely perceived as a man who was genuinely intent upon binding up the wounds of his long-divided country, restoring order, disarming the various private militias and promoting the harmony among the numerous Christian sects, the Druze and the Muslims—Sunni and Shi'ite—that is, of course, essential for the effective revival of the country and the rebuilding of Beirut.

Even without a comprehensive and proven settlement of all the in-

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ternal political conflicts, Beirut investors, builders and commercial operators moved quickly to start the long, laborious process of reconstruction. Rafik Harrari, a Lebanese contractor originally from Sidon, who had made a fortune through his work in some of the giant building projects in Saudi Arabia, offered the use of his engineers, mechanics and dozens of earthmovers to clear away the rubble. His Saudi friends put up the money. Together they made a strikingly visible difference in a hurry.

The completely wrecked buildings have been systematically pulled down and the rubble hauled away. The still solid but damaged buildings are being repaired. Brick, glass and cement have been much in demand. Jobs for skilled building-trades workers and unskilled workers have increased, and many of them are being filled by Palestinian refugees.

What is to become of the more than 500,000 Palestinians left behind after the forced evacuation of the PLO fighters? It's a troublesome question to which there has been no quick or easy answer. The immediate issue of housing thousands was dealt with by erecting temporary tent cities to replace the sprawling refugee communities of the southern districts of West Beirut and near the smaller cities to the south. Neither the Israelis nor the dominant elements of the new Lebanese government want to see permanent settlements of Palestinians in Beirut or other parts of the country. Meanwhile, an already hard life has been made harder through the cold and wet of winter as thousands of Palestinians struggle to survive under canvas tents and in the wreckage of buildings not yet repaired or demolished.

The overall cost of repairing and rebuilding the private housing that is to be restored will be $670 million, according to estimates made by the Lebanese Council for Reconstruction and Development. Just to reconstruct the business districts in Beirut and other cities battered by the Israeli invasion and the earlier civil war will require expenditures approaching $500 million. The harbor area and various shopping districts have to be entirely rebuilt.

Among the facilities most urgently in need of repair at the end of the fighting were the hospitals, water mains, roads and schools. To take care of them was calculated to require another $100 million.

Even those institutions that recieve little physical damage were financially hard hit by the Israeli invasion and are badly in need of recovery funds. Two such examples are American University of Beirut and Beirut University College. Originally, they were expressions of the missionary zeal of American Protestants anxious to help strengthen the local Arab Christian minority in a sea of Muslims. Over the years, they have become major cultural assets both for Lebanon and the whole Middle East serving all faiths and a score of nationalities.

During the bloody summer of 1982, AUB hospital doctors, nurses and technicians worked at a frantic pace to care for the wounded and the dying—as they had done during the civil war of the mid-1970s. The hospital building itself was hit several times by Israeli shells, but the damage was not serious. What was serious, financially, was the runaway deficit—roughly a million dollars a month—from its humanitarian services. Most of its paying customers stayed away, and the thousands who filled its beds were in no condition to pay. Government and private funds have since been found to help the AUB hospital out, but the university has had to raise $23 million to make its operations viable again.

The national reconstruction and revival of a country, its homes and businesses and health services and educational institutions, is an enormous task, even if there is peace and national unity. Given Lebanon's chronic religious, social and political divisiveness and the fact that among its three million inhabitants it still has more than half a million Palestinians who want to go back to a Palestinian homeland that doesn't exist, it is a miracle that the Lebanese have even a dim hope of ever reestablishing a united, viable, peaceful Lebanon. Yet, despite their great troubles, they are an essentially cheerful, optimistic people. Moreover, they think they have by now gone through just about everything any people can be asked to endure. Most of them think things can't get worse, and they know that only by their own efforts will things get better. With a mixture of fatalism, realism and faith, they are determined to rebuild their beautiful city and to create a New Lebanon with more national unity and pride than ever before. The whole world can only hope they will succeed.

Israeli troops step up their advancement to forward positions on Corniche, where the United States embassy stands. The embassy was one of the buildings spared in the bombing that left scores of thousands homeless.

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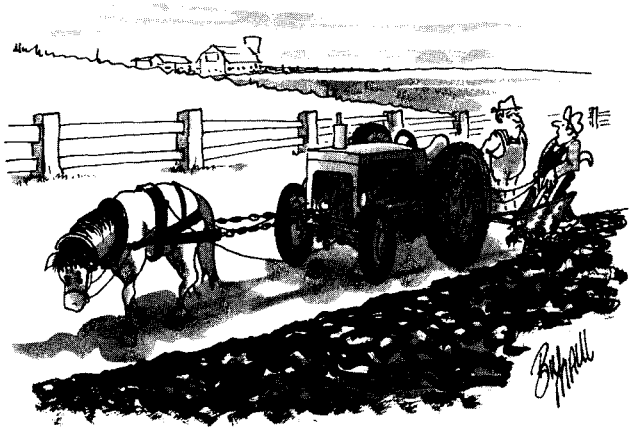
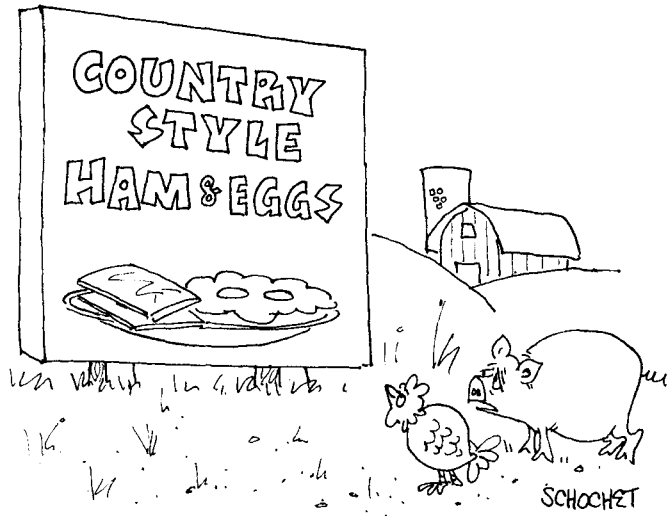
COUNTRY CAPERS

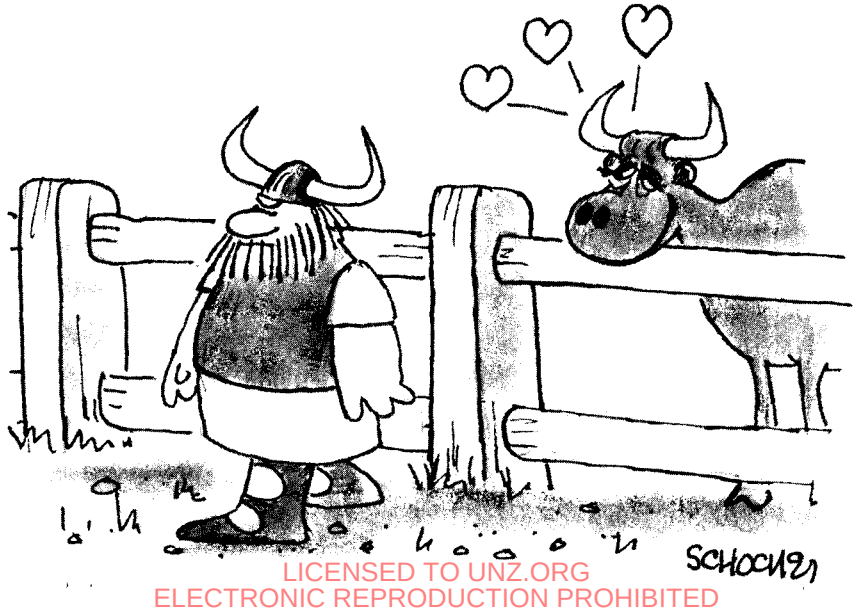
"Our next number is titled 'My Honey on the Pecos Is Calling This Redneck Home!' "



"The salesman said the tractor would make plowing easier. Boy, was he wrong!"



"Sure it looks good to you. It doesn't cost you what it cost me."



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Man the Menu

The key to good food is good flavor, for ordinary cooking becomes excellent cuisine only when the spice is right.

BY MICHAEL ALLEN

It was William Cowper who wrote: "Variety's the very spice of life that gives it all its flavor." Had he been a chef rather than a poet, he would have more likely put it: "The very life of spices gives flavor to a variety of dishes."

Indeed, spices have enjoyed a most remarkable life for thousands of years. Eighteen centuries before Christ, Joseph was sold by his brothers to Ishmaelite merchants carrying spices from the East. The legendary Queen of Sheba, visiting King Solomon in about 1000 B.C., brought spices as her principal gift. In fact, Solomon amassed part of his great wealth by trading in spices. The Wise Men included them in their gifts to the infant Jesus.

Pricewise, even at today's inflated prices, we are a fortunate generation. The fantastic prices in Europe in the late 13th century led to the struggle for control of lands in the Far East, rich in spices. Many a slave was bought and sold for the price of a handful of peppercorns; the cost of a handful of cloves and a year's wages for a laborer were about equal; and a pound of mace bought three sheep or half a cow! The first voyage sponsored by the East India Company resulted in a cargo of peppercorns and cloves so valuable that the dockers who unloaded the ships in London were given suits without pockets to prevent pilfering.

Spices were highly prized not only for improving flavor of food, but for other uses as well, including religious services, embalming, the paying of ransoms, taxes and dowries, the sweetening of bad breath, the making of perfume, sexual stimulation, diet training, dyes, drinks and the rescuing of inedible foods that were once headed for the garbage pail.

It was the gusto that spices added to common fare, however, that gave them their place of prominence on the kitchen shelf. We have come a long way, however, from this recipe out of a 15th-century cookbook, translated by Monica Mawson in her thorough and enjoyable *Herb & Spice Cookery*:

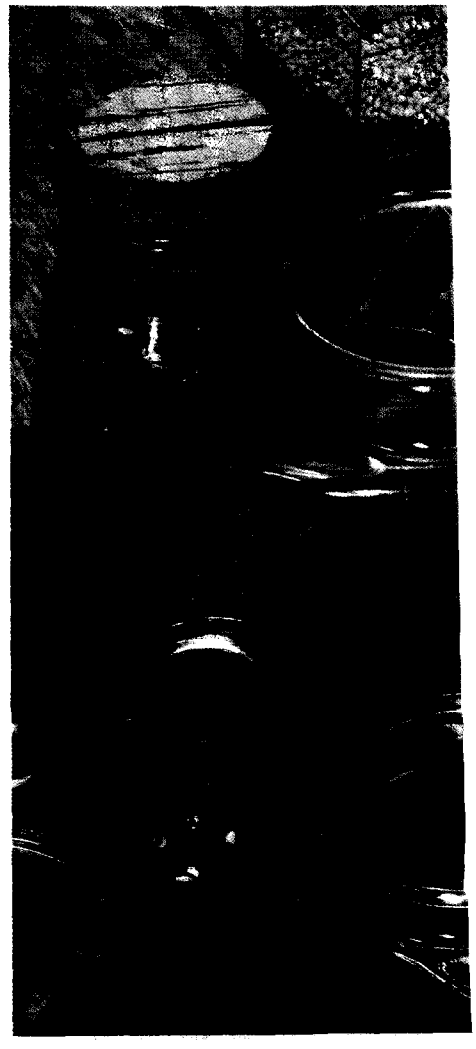
"**A Rabbit, Hen or Mallard.** Take cony, hen, or mallard, and roast him almost enough; or else chop him, and fry him in fresh grease; and fry onions minced, and cast all together into a pot, and cast there-to fresh broth and half wine; cast there-to Cloves, Mace, Powder of Pepper, Cinnamon; then steep fair bread with the same broth and draw it through a strainer with vinegar. And when it has well boiled, cast the liquor there-to, and powdered Ginger, and vinegar, and season it up; And then thou shall serve it forth."

In today's era of concern for good nutrition and therapeutic dieting, spices are products whose time has come. While they do not supply sufficient nutrients by themselves, they *can* make nutritious foods more enjoyable, as you'll find in these recipes from *The Spice & Diet Cookbooklet* of the American Spice Trade Association. For all the delicious flavors they offer, spices make next to no contribution to the dietary factors that so many people are trying to avoid today: sodium. . . calories. . .fats. . .cholesterol.

Orange-Sauced Chicken with Apples
(Yields 4 portions)

2½-pound chicken, cut into serving pieces
2 tablespoons flour
2 tablespoons vegetable oil
1 cup orange juice
½ teaspoon ground nutmeg
⅛ teaspoon ground black pepper
⅓ cup dark raisins
1½ cups peeled, cored and thinly sliced tart apples

Remove skin and coat chicken with flour. In a large skillet, heat oil until hot. Add chicken; brown well on all sides. Combine orange juice, nutmeg and black pepper. Add to skillet; bring to a boil. Stir in raisins. Reduce heat and simmer, covered, until chicken juices run clear when pierced with a sharp knife, about 35 minutes. Remove chicken to a serving platter. Add apples to skillet; cook until just tender. One to two minutes. Serve apples and sauce



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over chicken. 673 calories, 159 mg sodium, 179 mg cholesterol per portion.

Green Beans Provencale
(Yields 4 portions)

2 tablespoons instant minced onion
Water
1 tablespoon vegetable oil
1 cup chopped fresh tomatoes
1¼ teaspoon garlic powder
1 teaspoon paprika
¾ teaspoon thyme leaves, crushed
¼ teaspoon sugar
Dash ground black pepper
1 strip orange rind
1 pound fresh green beans, cut into 1½-inch pieces

In a small bowl, combine minced onion and 2 tablespoons water; let stand for 10 minutes to soften. In a medium saucepan, heat oil until hot. Add onion; sauté until golden, about one minute. Add tomatoes, garlic powder, paprika, thyme, sugar, black pepper, orange strip and 1 cup water. Bring to a boil. Reduce heat and simmer, covered, for 15 minutes. Add green beans. Cook, covered, until crisp-tender, about five minutes. 81 calories, 10 mg sodium, 0 mg cholesterol per portion.

Flounder Florentine
(Yields 4 portions)

2 tablespoons instant minced onion
2 tablespoons water
1 package (10 oz.) frozen chopped spinach, thawed
¾ teaspoon dill weed, divided
Dash ground nutmeg
1 pound flounder fillets
⅓ cup dry white wine
1 tablespoon lemon juice
¼ teaspoon paprika

Preheat oven to 350° F. Combine minced onion and water; let stand for 10 minutes to soften. Place spinach in a strainer; press out as much liquid as possible. In a small bowl, combine spinach with ½ teaspoon of the dill weed, nutmeg and onion. Spread on fish. Roll up jelly-roll fashion; fasten with toothpicks if necessary. Place in a shallow 6-cup baking pan. Combine wine and lemon juice. Pour over fish. Sprinkle fish with paprika and remaining ¼ teaspoon dill weed. Bake, uncovered, just until fish turns opaque, about 25 minutes, spooning wine mixture over fish occasionally. 158 calories, 243 mg sodium, 43 mg cholesterol per portion.

Spiced Mushroom Pilaf
(Yields 2¼ cups)

2 tablespoons minced onion
Water
1 teaspoon unsalted butter or margarine
1 cup sliced fresh mushrooms
¾ cup regular cooking rice (uncooked)
1 teaspoon ground ginger
½ teaspoon garlic powder
⅛ teaspoon ground black pepper
⅛ teaspoon turmeric
½ teaspoon paprika

In a small bowl, combine minced onion and 2 tablespoons water; let stand for 10 minutes to soften. In a medium saucepan, melt butter. Add onion and mushrooms; saute until golden, about 3 minutes. Add rice; cook and stir until lightly brown. Blend in 1½ cups water, ginger, garlic powder, black pepper and turmeric. Bring to a boil. Reduce heat and simmer, covered, until all the liquid is absorbed, about 20 minutes. Sprinkle with paprika. 125 calories, 6 mg sodium, 7 mg cholesterol per ½ cup.

Tomato-Zucchini Casserole
(Yields 4 portions)

1½ teaspoons chili powder
1 tablespoon parsley flakes, divided
½ teaspoon garlic powder
½ teaspoon onion powder
⅛ teaspoon ground black pepper
3 cups thinly sliced fresh zucchini
1 pound fresh tomatoes, sliced
¼ cup fresh white bread crumbs
1 tablespoon vegetable oil

Preheat oven to 375° F. In a small bowl, combine chili powder, 1½ teaspoons of the parsley flakes, garlic and onion powders and black pepper. In a lightly greased 6-cup casserole, place half of the zucchini and tomatoes. Sprinkle with half of the seasonings mixture. Repeat layers. Combine bread crumbs, oil and remaining 1½ teaspoons parsley flakes. Sprinkle over vegetables. Bake, uncovered, until vegetables are tender, about 40 minutes. 86 calories, 99 mg sodium, 0 mg cholesterol per portion.

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A.L. Williams

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"whole-life" policies with term grew to thousands and operations rapidly began spreading across the U.S., the controversy became intense. The Williams management system was attacked; the practice of using part-time agents was attacked; and Williams himself was attacked as having no experience to run an insurance operation. After all, he didn't even have a business degree; he was just a football coach with a few years of experience in the business.

Because of its management structure (managers who develop productive organizations have the potential to make impressive incomes—as testified by several six-year millionaires and others with yearly six-figure incomes), A.L. Williams has been accused by competitors of "pyramiding." But this accusation has been defeated successfully in the courts. The A.L. Williams organization offers a service; it sells a product; and its use of the override system is merely a modification of a system that's generally used throughout the industry.

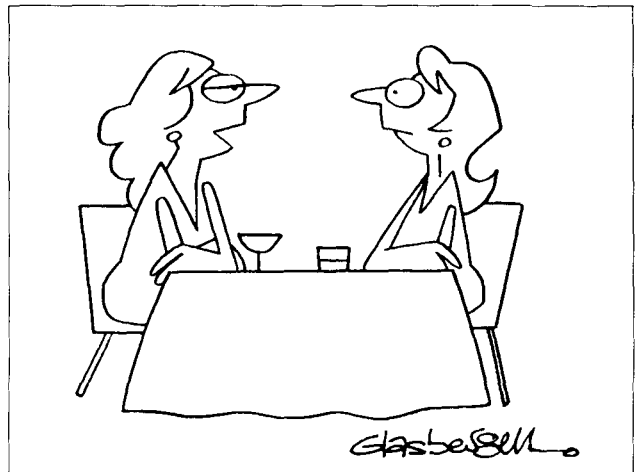
Williams refuses to hang his head or let his people be intimidated by criticism. "We take a position," he says. "We believe in 'buy term and invest the difference.' *All the time.* We're selling a product that's right for the American people. In A.L. Williams, you don't have to go in the back door."

Not a believer in insurance "sales types" and their high-pressure techniques that have given the industry a bad name, Williams' thrust is to educate the consumer. Thus he recruits people who will better the image of the insurance salesman.

During his days of selling for other companies, he developed the "three-step sales process," the one now used exclusively at A.L. Williams.

The process calls for three separate client visits: 1) On the first visit, the rep educates the consumer to the term and investment philosophy and picks up his policies for comparison and analysis; 2) the policies are returned, along with detailed comparisons of the client's existing policy and ALW's term policy (the comparison statements are produced at Atlanta Data System, Williams' own computer firm, at the rate of 50,000 per month), and the sale is made; 3) policy delivery and further financial planning is completed.

The major point in the three-step sales process is: *No sales allowed on the first call.* Williams explains, "You can't make people buy the product; you can't pay their premium. All you can do is tell your story. It's up to them to decide." This approach allows the client time to consider the rep's message and advice and eliminates the chance of the salesperson "pressuring" the client to buy.



"The first week I gave up sugars. The second week I gave up carbohydrates. The third week I gave up protein. The fourth week I gave up the friendship of the idiot who gave me this diet."

Another unique A.L. Williams innovation is the use of part-time sales representatives. Long viewed in the traditional industry as transient and unreliable, the part-time salesperson is the backbone of the A.L. Williams operation. Williams believes in recruiting salesmen who already have stable jobs, allowing them to enter the business on a part-time basis and to evaluate their chances of success. Their regular income eliminates the pressures of living on commissions and prevents financial pressures that might lead to desperation tactics.

The three-step process has proved popular among consumers, who like the idea of being allowed time to reflect on the salesperson's message before being asked to buy.

It seems that almost everyone underestimated Art Williams and the future of the A.L. Williams Company. The question arises: In the face of all the controversy and criticism, how did Williams keep his people going? How did he motivate people to join a company nobody ever heard of? Even today, how does he keep 50,000 reps and managers motivated to keep going in the face of industry efforts to block their success?

The answer is what makes Williams unique among company leaders. It's a genuine, "deep-down" love for every person in his company and a total lack of embarrassment about admitting it. "I wouldn't exchange these people for the people in any other company today," he declares.

Stanley Beyer, chairman of the board and chief-executive officer of Penn-Corp (A.L. Williams' chief financial backer), says, "I would talk to Art about financial matters and he, with a glazed look, would respectfully wait for me to finish. And after enough silence had passed for me to know that he had absorbed what I said, he'd begin talking about his people."

That's the other side of Williams' goal in selling the term philosophy: offering his people the kind of success he has achieved himself. The chance to go from average income to financial independence in six years is something Williams is anxious to share. Already, people in the company have doubled the salaries made in former occupations, and there are few limits on earning potential.

"A.L. Williams was built for people who want to be somebody special, who won't settle for being ordinary," he says. He believes in the profile of an average person in middle-class America, who works hard and has a stable life, but is carrying around a dream of "doing something big" and looking for the right opportunity. He's confident that anyone can do what he's done if given the chance.

That's what Williams wants to offer new recruits—a chance to show that they're winners. He sells an opportunity. Around A.L. Williams, they call it "selling the dream."

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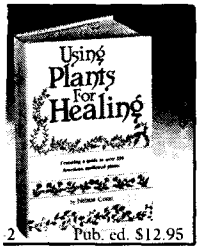

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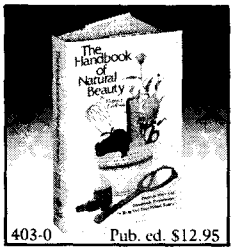

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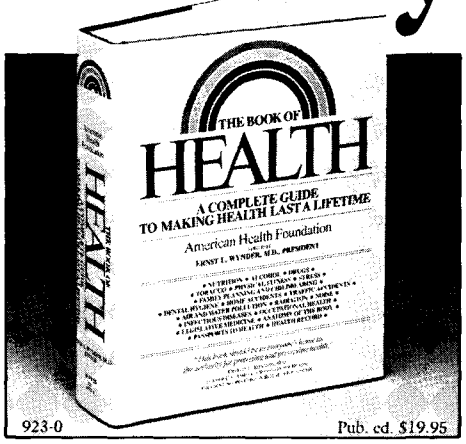

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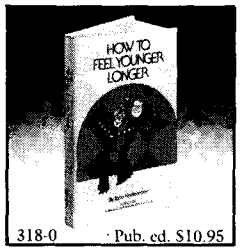

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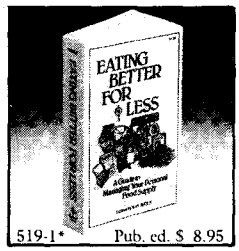

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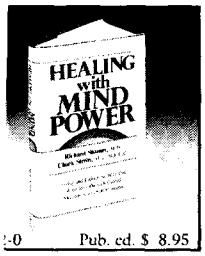

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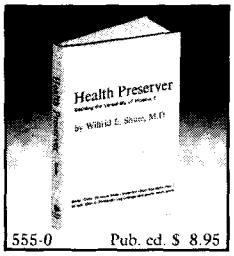

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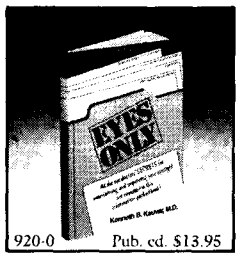

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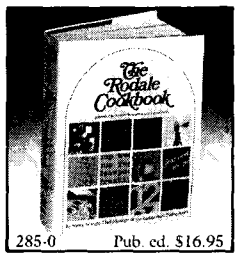

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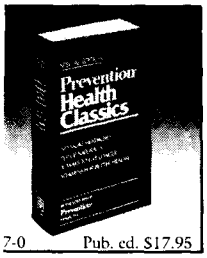

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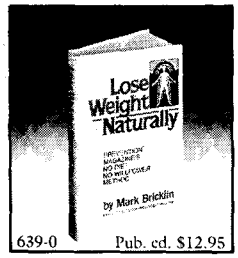

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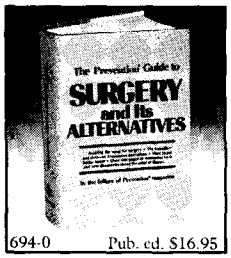

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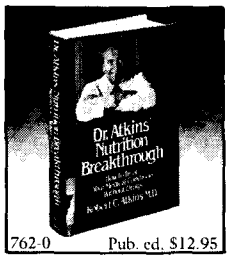

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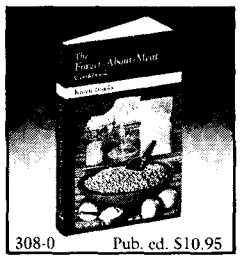

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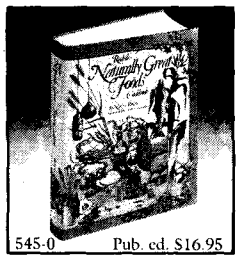

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Cancer

continued from page 38

had combinations of Burkitt's lymphoma and a herpes-type virus? These would include chicken pox, shingles, mononucleosis, Bell's palsy and genital herpes.

The bottom line is that we're trying to fit some pieces of the jigsaw together, and here are some more clues: Chickens get Rous sarcoma and a leukemia-like disease. Chickens are vaccinated for their leukemia with a vaccine made from turkey herpes virus.

Farmers feed lysine food supplements by the truckload to corn-fed pigs and chickens. Corn is high in arginine, and to give balance, it is necessary to give lysine supplements. Hybrid-corn developers are trying to breed hybrid varieties of corn that will have a greater lysine content to alleviate the need for so much lysine food supplementation for corn-fed pigs and chickens.

Women who have genital herpes must have pap smears twice a year because they have seven times as much cancer of the cervix as women who do not have genital herpes.

Many people have found that, by eating a low-arginine diet along with taking the food supplement lysine, they can prevent herpes recurrences. Could the women then be lessening their incidence of cancer of the cervix?

These clues might not seem so remarkable were it not for the good basic research that is being done.

The theory that lysine might possibly lessen the incidence of some kinds of cancer is based on recent research findings. Investigators took the gene that causes cancer, isolated it, took it out of the malignant cell and spliced it into a normal cell. The normal cell became malignant. Then they measured all the things they could measure to see what the difference was, before and after. The only thing they found was that one amino acid had changed one enzyme. That somehow resulted in a malignancy. That single shift in an amino acid resulted in a deficient enzyme that then resulted in the malignant potential in the cell lining. It would appear that a single amino-acid shift underlies malignancy. In other words, if you take the gene that causes cancer out of one cell lining, transplant it into another living cell, measure every parameter you can measure, what you find is that there's been a single amino-acid substitution in a single enzyme, and the cells are now malignant.

"It's the same as substituting lysine for arginine," says Dr. Christopher Kagan.

If you've read our previous articles about lysine and herpes, you'll know that Dr. Kagan, along with Dr. Arthur Norins and Dr. Richard Griffith, has treated herpes patients with success by reducing the arginine in the diet and giving supplemental lysine. Foods omitted to achieve a high lysine-to-arginine ratio include chocolate, peanut butter, peanuts, Jello and many others.

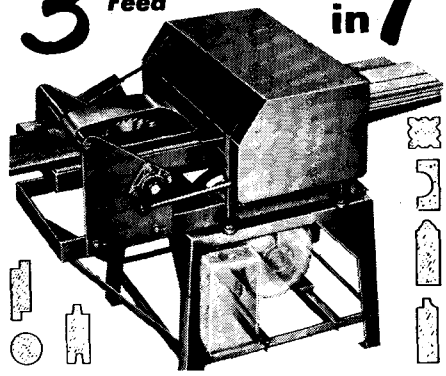
Dr. Kagan first discovered the work of Dr. Robert Tankersley, which had been done in the '60s, and since then, more than 30 scientific studies that indicate that, *in vitro*, the herpes virus does not grow in lysine. It grows very well in arginine.

In 1952, three scientists at the University of Southern California conducted experiments to grow a herpes-group virus that causes brain

continued on page 110

Planer Molder Saw

3 Power Feed TOOLS in 1



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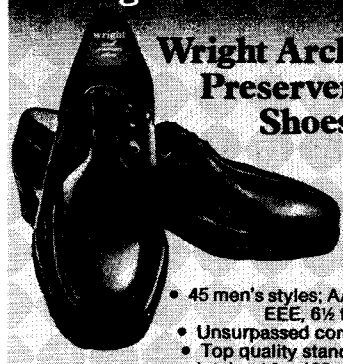

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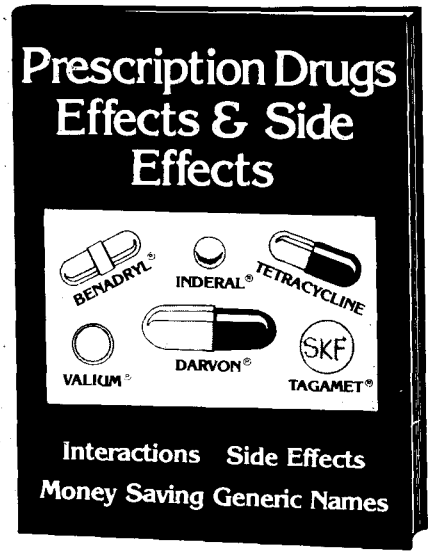
Prescription Drugs' Side Effects Revealed



(Peachtree City, Georgia)—

FC&A, a Peachtree City, Georgia, book publisher, announced today the release of a new book for the general public: *Prescription Drugs Effects and Side Effects.* It reveals the little-known side effects of over 200 of the most frequently prescribed drugs: side effects which are known to few people outside the medical profession.

The Desirable Effects Of Drugs

You take drugs prescribed by your doctor for their desirable effects, like relieving pain, combating infection, birth control, aiding sleep, calming down, fighting coughs, colds or allergies, or regulating heartbeat and blood pressure.

Undesirable Side Effects

Unfortunately, these drugs can also cause undesirable side effects, such as diarrhea, dizziness, drowsiness, dry mouth, depression, headache, insomnia, upset stomach, blurred vision, muscle cramps, rashes, constipation, fever, nasal or lung congestion, high or low blood pressure, fearfulness, excitement, ringing in the ears, loss of appetite, loss of balance, fluid retention, sleepiness, nightmares, decreased sex drive, or even heart failure.

Contains Latest Information On Each Drug

Prescription Drugs Effects and Side Effects was written with the assistance of two pharmacists. They have helped to ensure that the latest information has been included in the 1983 edition. More than 200 of the most often prescribed drugs are discussed. Information is given in easy-to-understand language instead of hard-to-understand medical terms. Descriptions of drugs are listed in alphabetical order for quick, dictionary-style reference.

Easy To Read

For each drug, the book has information on the brand name, any money-saving generic name, intended good effects, possible side effects, warnings, and possible interactions with other drugs. Other chapters in the book discuss questions people ask about taking prescription drugs, how to save money by asking your doctor to prescribe drugs with generic names, and definitions of drug categories. (For example: a drug may be called an "analgesic"—analgesic means "pain reliever".)

How To Help Your Doctor

When you use this book to learn what side effects might occur from drugs you are taking, you can tell your doctor if you have any of them. If the side effects are greater than expected, he may then adjust your dosage, discontinue your medication or switch you to a different drug without such side effects.

Order Now With A Remarkable Guarantee

Order this 30,000 word, easy-to-understand book, edited by two pharmacists, now. Simply cut out and mail the coupon today, with a no-time-limit guarantee of complete satisfaction or your money back.

Partial List of Drugs In Book

Are any drugs you're now taking on this list?

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Kits

continued from page 65

you like, you can replace the walnut finial on a grandfather clock with a brass eagle or opt for custom hardware. If you have access to milled lumber, or want to build a case from scratch, you'll find plans, parts, moldings and several other items available, too.

Case Construction and Assembly

Almost all kit clocks come with wood cases, and it's important to realize that there's very little woodworking required. Larger pieces—except for pine clocks—are kiln-dried hardwood with all sides sanded smooth. Miter, mortise and tenon construction are the rule, with few clocks requiring more than a screwdriver for assembly.

Besides screwdrivers, clamps for gluing and, for some clocks, a tack hammer and nailset to attach moldings, you need few tools. A drill is sometimes needed to set screws so they don't split the hardwood. The right-sized drill bit and a countersink bit so flat screw heads can be flush set are required in that case.

The assembly of kits we built wasn't tricky. Construction methods conceal screw fasteners in mortise and tenon joints or cover them with moldings. Do nailset molding brads before their holes are filled with matching wood paste or filler for a good-looking result.

We do make one minor change on the usual directions when we assemble our kits. My wife claims, and I agree, "It's easier to sand, raise the grain and sand everything but mortise and tenon joints again *before* the clock is assembled." Then she goes back over the assembled case and touches up the result with very fine sandpaper, then gives the case a lick with extra-fine steel wool before adding stain and/or finish.

Raising the grain with water isn't a must, but it does assure a smoother result. You simply rub a damp—not sopping—sponge on the wood *after* initial fine sanding, let the wood dry and resand.

Finishing

Wood cases can be stained before oil, varnish or a variety of brush-on finishes are added. We don't usually stain walnut or cherry as plain finishes show off the grain well. We sometimes stain oak and always stain pine, as we prefer a darker, richer look.

When staining wood, it's important to use one or more light coats instead of a heavy coat so that you get a more even color. Do practice staining on parts of the wood that won't show, let them dry and add some finish so you can see exactly how your clock will look before you start on its surface.

Working on the Works

After finishing and glassing, the final step is adding the works. Do take special care not to finger brass dials, clock weights or the pendulum bob. Fingerprints deposit oils that will eventually discolor the brass. My wife removes her rings and wears inexpensive lightweight cotton gloves sold in photography stores for photofinishing to avoid scratching soft brass or German silver parts.

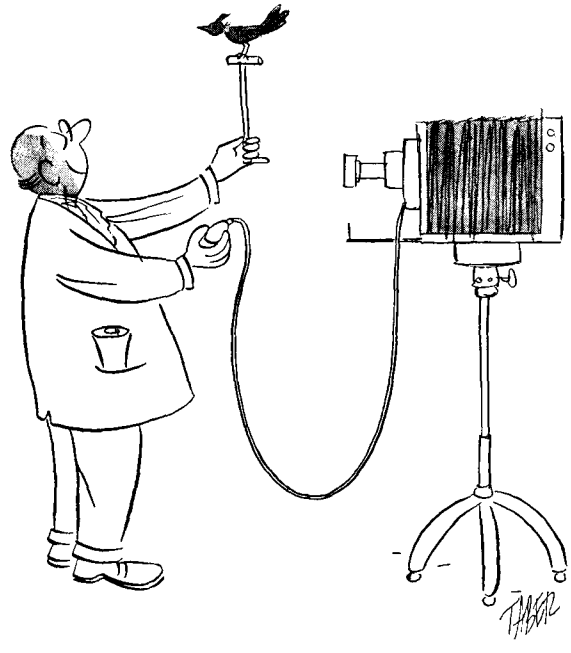
Given reasonable care and close attention to the directions even the most complicated standing-clock chimes and works go together without problems. Hanging the pendulum is a bit tricky, but most pendulum clocks come with a spare pendulum hanger in case of accidents.

Operations and Maintenance

Once your clock's finished, the next step is setting it up. We remove both the pendulum and weights when we move clocks. Most long-case and mantle/bracket clocks come with leveling devices. It's important that the clock is exactly level. If it's not, the pendulum may either hit one side of the case or hang up on the weights or waist door.

After your clock is level and working, little maintenance is needed. You will find that all mechanical and some electrical clocks require adjustments for a few weeks until they settle down and keep reasonably exact time.

If you do this, you should get years of enjoyment from your "instant" heirloom. In fact, the only problems we have with our kit clocks is finding places to put them.



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"Speed it up!" he snapped. "I'm in a hurry. But be sure to make a good picture. I don't want to look like a gangster or a moron."

"Don't worry," the photographer said mildly. "I retouch every picture."

—Ben Richards

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Oh, my wife tried to keep me going. In Paris I limped through Notre Dame and along the Champs-Elysées. And I went up in the Eiffel Tower although I can't honestly say I remember the view. My feet were so tired and sore my whole body ached. While everybody else was having a great time, I was in my hotel room. I didn't even feel like sitting in a sidewalk cafe.

The whole trip was like that until we got to Hamburg, Germany. There, by accident, I happened to hear about an *exciting break-through for anyone who suffers from sore, aching feet and legs.*

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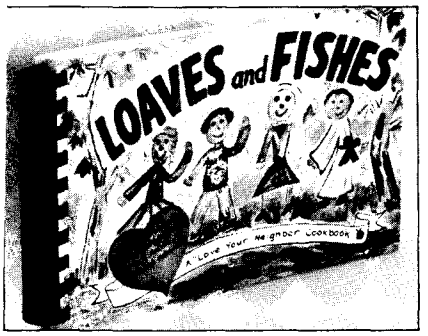

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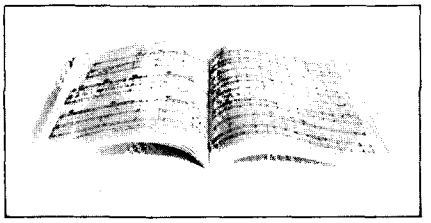

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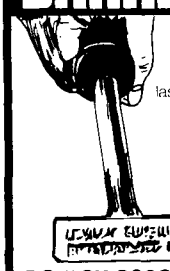

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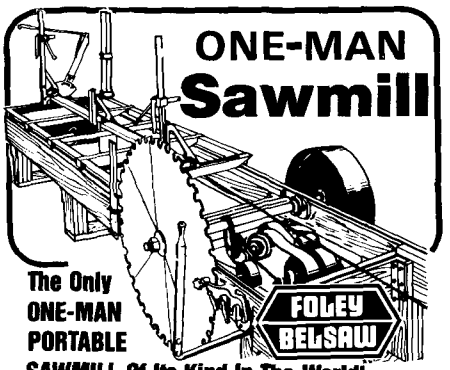

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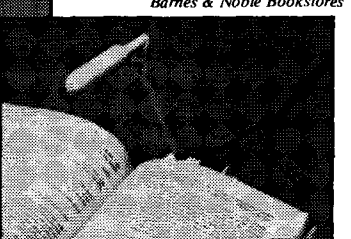

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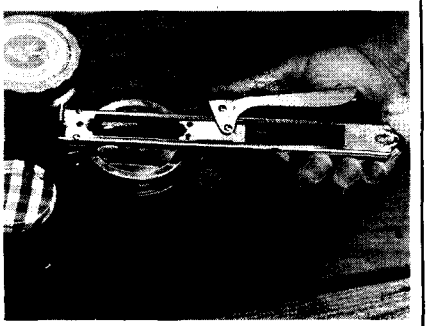

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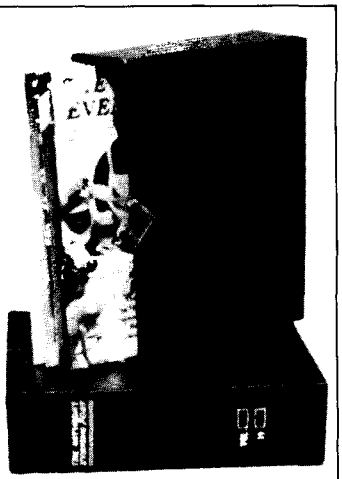

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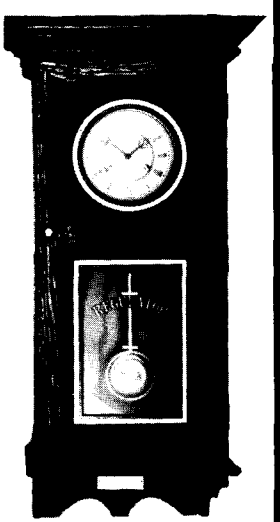

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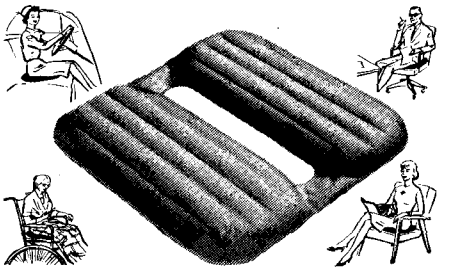

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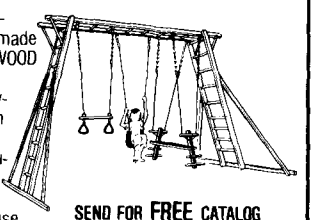

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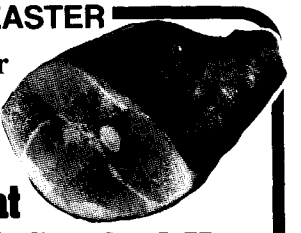

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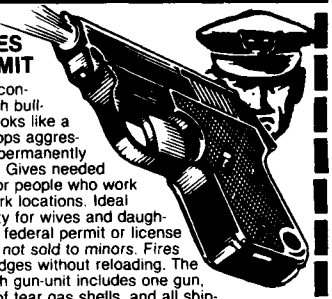

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DIAMOND HEAD AND BEYOND

If Hawaii calls and you answer, careful preplanning will make your island tour more enjoyable and less expensive.

by Don White

Since you can't take it with you, you can do no better than take some of it to the magnetic islands of Hawaii. Unlike foreign vacation spots, where guided tours are almost essential for "first timers," you can see Hawaii almost exclusively on your own. This will mean reserving a rental car several weeks ahead and taking advantage of special rates—usually less than $100 for seven days with unlimited mileage for a compact car without air conditioning.

Also, by planning several months in advance, your travel agent can save you hundreds of dollars on your flight over. If you plan to spend more than a week, which will give you time to visit the outer islands, you should have your stateside agent make these outer-island flight reservations at the same time.

Where to stay when you get there? There are many fine hotels on Waikiki Beach with beautiful accommodations for two in the $80 range. However, where budget is a consideration, your travel agent can come up with pleasant hotels just a block or so away from the beach for

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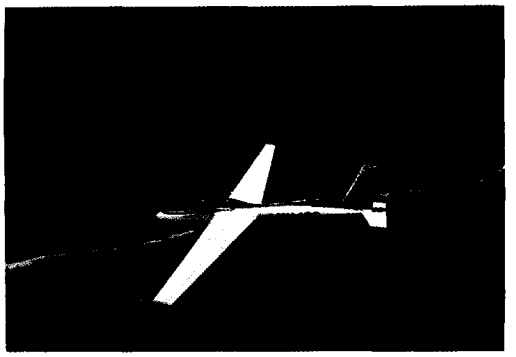
half that amount.

For the more adventurous traveler, there's a new firm in Hawaii that arranges bed and breakfast lodgings in Hawaiian homes on the islands. Here, for as little as $20 to $25 a day, you get accommodations for two in a private room, including breakfast. If you'd like more information about this service, write to Bed & Breakfast—Hawaii, Box 449, Kapaa, HI 96746. They do have a $5 charge for their membership booklet describing available homes; however, they handle all bookings and reservations without charge. My wife and I have lived in such private homes twice while in Hawaii and regard this as a real dollar-saver as well as an easy way to make new friends.

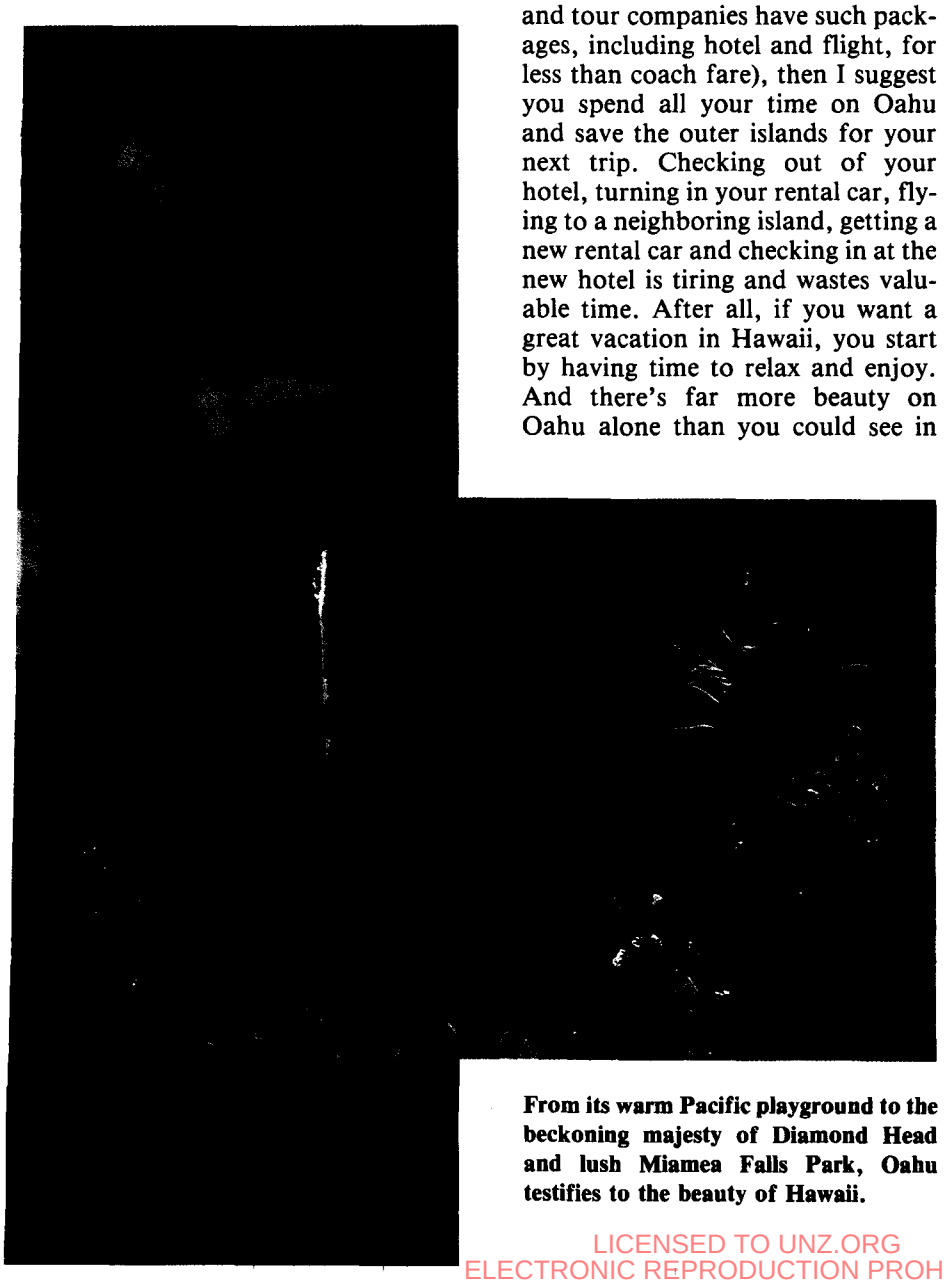
When packing for your trip, remember that you are *not* going to a foreign country. Anything you can buy stateside, you'll find in Hawaii. Informality in dress is far more the rule than the exception. We know of only one restaurant—Michael's, in Honolulu—that requires you wear a tie for dinner. So if you don't want to look like a tourist, you'll quickly find yourself shopping for dresses, shirts and muu-muus ablaze with wild island patterns.

Restaurant prices in Hawaii? On the main island of Oahu (where Honolulu is located), prices are about the same as those in restaurants stateside. You'll find a great variety of restaurants wherever you travel on the islands, or you can pick up an inexpensive styrofoam cooler for your car and shop roadside grocery stores for picnic-style lunches at scenic locations.

If you planned a one-week vacation in Hawaii (some of the charter and tour companies have such packages, including hotel and flight, for less than coach fare), then I suggest you spend all your time on Oahu and save the outer islands for your next trip. Checking out of your hotel, turning in your rental car, flying to a neighboring island, getting a new rental car and checking in at the new hotel is tiring and wastes valuable time. After all, if you want a great vacation in Hawaii, you start by having time to relax and enjoy. And there's far more beauty on Oahu alone than you could see in one week or even 52. If you've a second week on the Islands, then you should plan at least three days on Maui, perhaps two days on the big island of Hawaii and another two days on Kauai.



The breath defying 20-minute glider flight from Dillingham Field is one way to take advantage of warm currents playing off Hawaii's mountain peaks.



From its warm Pacific playground to the beckoning majesty of Diamond Head and lush Miamea Falls Park, Oahu testifies to the beauty of Hawaii.

Your first full day should probably be one of exploration of Honolulu, its beaches, shops and the special shopping centers such as the huge Ala Moana shopping complex, where you'll find everything from a major Japanese department store to a five-and-ten store—and even a Sears! Another complex that's fun to visit is the International Market Place, which is probably within easy walking distance of your hotel. Here you'll discover a host of small shops where you can purchase pearl jewelry direct from the oyster in a tank or a Mai Tai from the original Trader Vic's.

While there are a host of tours available from any hotel, we would recommend at least two of these as musts: the first, the Pearl Harbor Cruise, and the second, an evening dinner/cocktail cruise that gives you a nighttime panorama of Honolulu. Neither are that expensive when it comes to building the lasting memories you will own forever. Free newspapers abound in Honolulu to tell you about the many tours and shows available. We have found the most touted shows to be a bit too packed with tourists to be worth the "herding" that occurs before each show. This is a matter of personal taste, since fellow travelers sometimes enjoy these. I will warn against most luaus that are promoted by Honolulu hotels. First of all, poi really *does* taste like library paste. You frequently sit elbow-to-elbow with strangers, eating rather

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placid food and listening to high-volume Hawaiian guitars and professional Hawaiians. It's simply *not* the real Hawaii—the one you came to see and enjoy. To see that Hawaii, simply get into your rental car and head for Diamond Head. Since there is basically one main highway circumventing Oahu, you cannot get lost if you keep the ocean to your right.

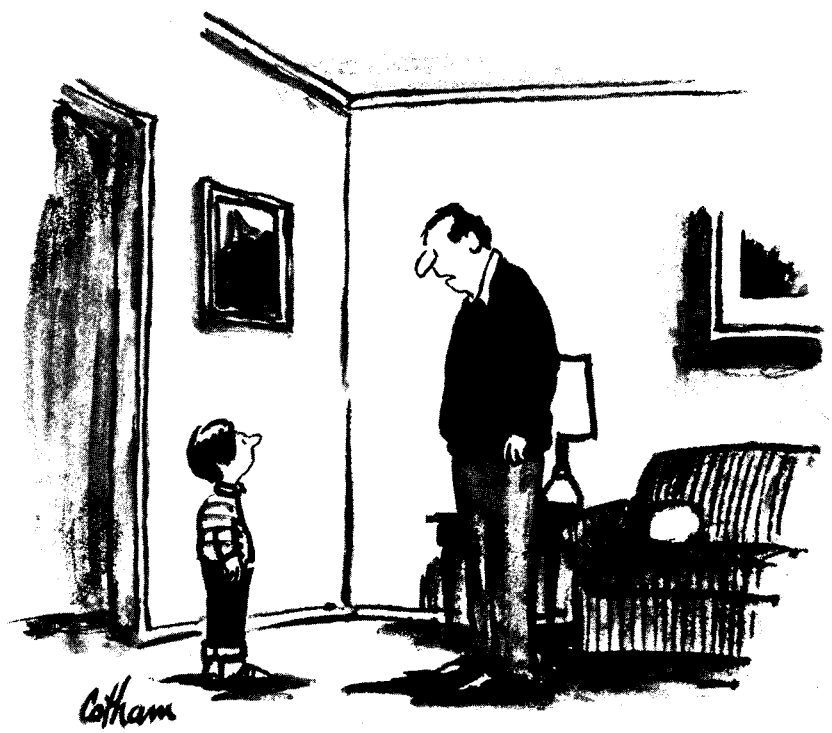
Upon rounding Diamond Head, a volcanic crater, long extinct, named for the olivine crystals found there that early sailors thought were diamonds, you'll see the wealthy harbor community of Hawaii Kai, where a small condo could cost a cool half-million dollars and a small two-bedroom home with water frontage could cost several times as much. The Koko Marina Shopping Center, on the main drag, provides both unique shopping and a variety of restaurants to suit any budget.

You're only two minutes out of Hawaii Kai when you arrive at Hanauma Bay, one of the most beautiful snorkeling bays in the world. If you enjoy snorkeling, feeding beautiful fish by hand, skin diving or simply soaking up the sun in the company of beautiful people, this bay is for you.

Keeping the ocean to your right, you proceed to some of the most attractive scenery on the island: sheer cliffs and lava flows from a million years ago, fantastic scenic lookouts over blow holes, where waves create mystic geysers of rainbow spray. You'll see Sandy Beach, where body surfers play in huge waves.

Once you tear yourself away from here, you're just minutes away from famous Sea Life Park. Admission is more than $4, but the exhibits and shows are well worth the expense. You'll see dolphins, whales and may begin to understand why the "Save the Whales" group is so very popular in Hawaii.

Makapuu Beach Park, just across the road from Sea Life Park, is one of the world's most famous body-surfing beaches. Like Sandy Beach, the waves may well be ten feet or higher when they break, so it's no place for amateurs. A mile farther down the road and hidden by trees is where much of "Magnum, P.I." is filmed.



"You will find combativeness, egotism and a need to dominate others invaluable when you enter the business world. But for right now, just try to be cute."

You're now headed well into the windward side of the island, where convection currents against the mountain peaks create frequent rains and rainbows and where tropical beauty blossoms. It's just minutes to the twin cities of Kailua and Kaneohe. You'll want to explore the shops in both towns and the beautiful, calm Kailua Beach. It's a great place for a picnic lunch or to spend the entire day just relaxing. Here you'll see windsurfing and one of the very safest swimming beaches on the islands. If you like to beach walk and enjoy beautiful ever-changing scenery, this is your place. There's also a really fine restaurant opposite the beach called Buzz's, complete with Tiki torches. Here you'll get succulent Steak Teriyaki, good drinks and a sumptuous salad bar for an amazingly reasonable price. We advise you to make reservations early, since this is where many islanders eat. The map included with your car rental will direct you to Haiku Gardens, where you'll see grass homes, lily ponds and a restaurant with a superb view; and to Byodo-In Temple in the Valley of the Temples.

Keeping the ocean to your right, you may continue your trip around the island, stopping to see such world-famous spots as Chinaman's Hat Island, Kahana Bay and Laie Point, where you'll come upon a unique island bridge. Scenic points in Hawaii are advertised by attractive road signs, and they're seldom disappointing. On toward Laie, you'll see the majestic Mormon Temple and Brigham Young University-Hawaii campus. Upon getting back to the main road, you'll soon discover where all those tour buses have been headed: the Polynesian Cultural Center, owned by the Mormon Church. It's Hawaii's showplace, where the ancient Polynesian cultures are duplicated with replicas of ancient villages once found in Samoa, Tahiti, Fiji and others. You can even ride in an outrigger canoe.

Continuing your trip, you'll soon be on the north shore, where you'll stop at the Kahuku Sugar Mill. After processing island sugar cane since 1890, it is now a quaint and worthwhile shopping mart in a "mill" atmosphere. There are also

continued on page 102

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The Post Reader Service Center

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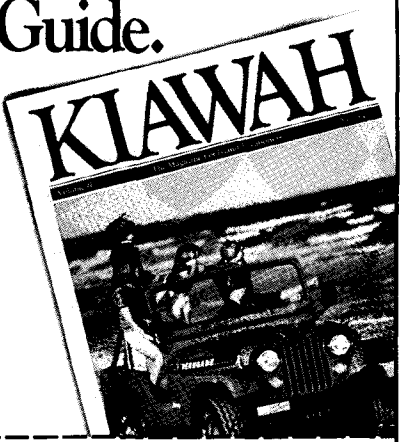

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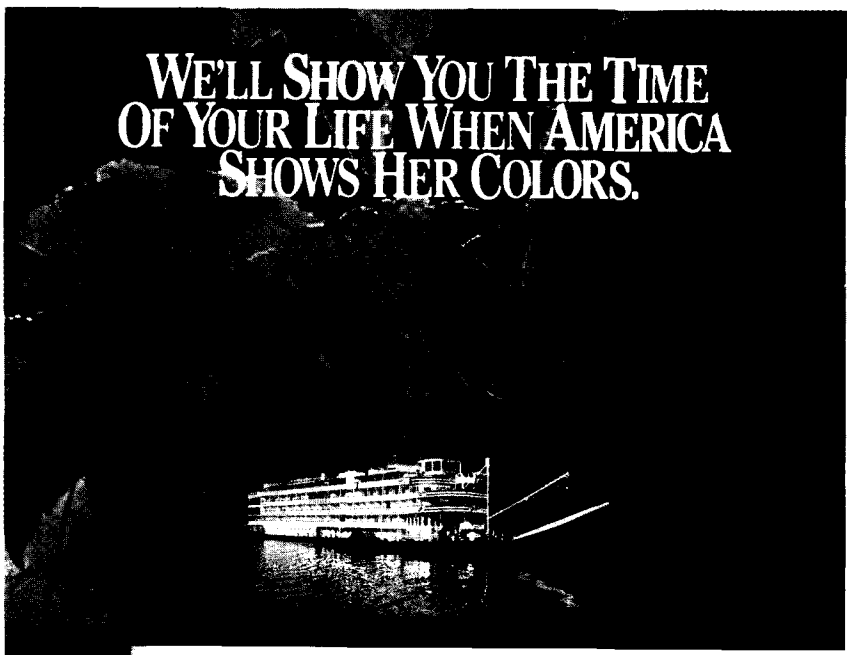

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FOOD

ADD ALMOND APPEAL TO YOUR MEALS

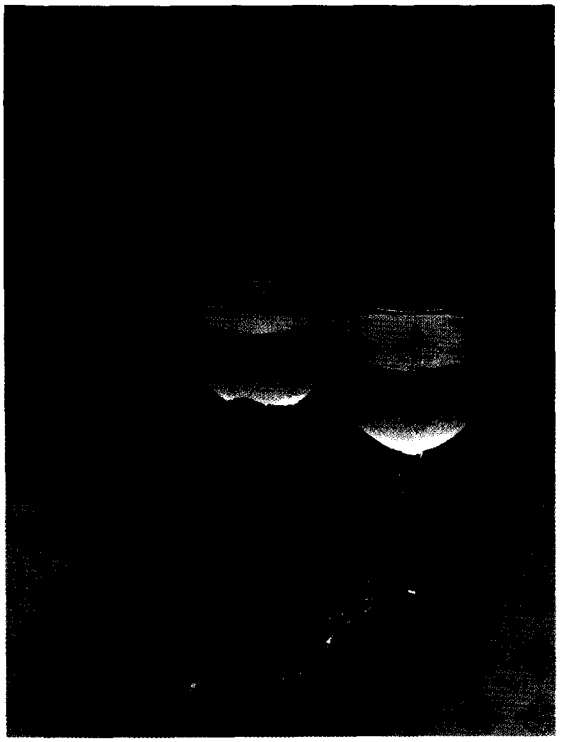
The fruits of the almond tree are often used with fish and in fancy desserts, but the creative cook will find them versatile fare for a variety of other dishes.

by Christopher Irwin

A flip through a cookbook from almost any country will reveal that almonds are one of the most versatile and widely consumed nuts in the world. Actually, the almond isn't just any old nut, although generally grouped with that mixed bag of morsels that includes pecans, walnuts, cashews, peanuts and pistachios. It is not really related to any of them, but belongs to the more lofty lineage of the rose family, through which it claims cousinship to the peach, the raspberry, the apple, pear and prune, to name a few.

The almond's family ties are exceeded in importance only by its ancient tradition, which includes frequent guest appearances in the Bible—some quite amazing. In Numbers 17, Moses placed the Rod of Aaron in the Tabernacle and brought forth flowers and ripe almonds as a sign from God. In more recent tradition, the almond pops up in the Yuletide celebrations of Swedes and Finns. When a fortunate diner lucks upon the single nut concealed in a bowl of rice porridge, the verdict (for better or worse) is marriage within the year.

The real magic of the almond, however, is its versatility. Almonds can be chopped into more usable forms than any other nut: whole, blanched, slivered, sliced, powdered, raw or roasted. Although most passing cooks identify it with certain fish dishes and desserts, the almond's domain in the area of creative cuisine only starts there. Almonds can be adapted to appetizers, main dishes, casseroles, salads and breads. They merge well with all kinds of meats and many vegetables. They are an especially good complement to chicken and turkey and add elegance to asparagus and appeal to eggplant. They can even be tastefully applied to omelets, crepes and potato and pasta dishes.



Almonds are versatile as well as tasty. Among their attributes are their tastebud-clearing properties, which make them popular with wine tasters.

The California Almond Growers Exchange (Blue Diamond®), in its *New Treasury of Almond Recipes,* has set out to prove just what can be done with almonds in the hands of an imaginative chef. In it are delicious examples of simple but wholesome recipes that rely on combinations of herbs and spices to draw out inherent flavors of foods rather than on the usual heavy doses of sugar and salt. Blue Diamond® is the only company in the U.S. now offering salt-free almonds to health-conscious consumers. The following may whet your almond appetite:

Curried Almond Chicken Balls
(Makes about 24 1-inch balls)

½ cup chopped almonds, toasted
1 can (6½ ounces) boned chicken
1 package (3 ounces) cream cheese, softened
2 tablespoons chutney, chopped
1 teaspoon curry powder
Pepper
Minced parsley

Finely chop almonds; set aside. In small bowl, mix together chicken and cream cheese, breaking up any large chunks of chicken. Add chutney, curry powder and almonds; mix until well blended; pepper to taste. Chill until mixture is firm, about one hour. Shape into 1-inch balls and roll in minced parsley. Chill until ready to serve.

Asian Meatballs and Sauce
(Makes 4 servings)

1 can (10 ounces) beef broth, undiluted
⅓ cup dry sherry

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2 tablespoons cornstarch
1 tablespoon soy sauce
1 pound lean ground beef
1 can (8 ounces) water chestnuts, finely chopped
2 tablespoons soy sauce
½ teaspoon ground ginger
¼ teaspoon garlic powder
1 egg, beaten
2 tablespoons vegetable oil
1 cup diagonally sliced celery
⅓ pound fresh mushrooms, sliced (about 2 cups)
½ cup whole almonds, toasted
1 large tomato, cut into wedges
¼ cup sliced green onion
Hot steamed rice

Mix together beef broth, sherry, cornstarch, the 1 tablespoon soy sauce; set aside. Mix together beef, water chestnuts, the 2 tablespoons soy sauce, ginger, garlic powder and egg; shape into 1-inch balls. Heat 1 tablespoon of the oil in a large skillet; brown meatballs and remove from skillet. Add remaining tablespoon oil to skillet; add celery and sauté over medium-high heat two to three minutes; add mushrooms and continue sautéing until celery is tender-crisp. Add broth mixture and cook, stirring, over medium heat until mixture thickens. Add meatballs to sauce, cover and cook for 10 minutes. Stir in almonds and tomato wedges; heat through. Pour into serving dish and sprinkle with green onions. Serve with hot steamed rice.

Turkey Breast with Mushroom-Almond Sauce
(Makes 4 servings)

4 to 6 tablespoons butter
1 to 1½ pounds turkey breast, sliced ¼-inch thick
⅔ cup blanched slivered almonds
¾ pound mushrooms, sliced
2 tablespoons all-purpose flour
½ cup cream
⅓ cup dry white wine
1 tablespoon lemon juice
Pepper

In large skillet, melt 2 tablespoons of the butter; sauté turkey slices one to two minutes and remove. Add more butter to skillet; add almonds and sauté over medium-high heat until lightly browned; remove. Add 2 tablespoons butter and sauté mushrooms three to four minutes. Reduce heat, stir in flour and cook, stirring, for two minutes. Gradually pour in cream, stirring to mix; add wine and lemon juice and cook, stirring, until sauce boils. Return almonds to skillet. Drain excess turkey juices into mushroom-almond sauce and pour over turkey. Pepper to taste.

Halibut Steaks with Almond-Caper Sauce
(Makes 4 servings)

4 halibut steaks, about 1-inch thick
1 tablespoon butter or margarine, melted
Pepper
2 tablespoons butter or margarine
2 tablespoons all-purpose flour
½ cup milk
½ cup dairy sour cream
2 teaspoons lemon juice
2 tablespoons capers, drained
⅓ cup blanched slivered almonds, toasted

Arrange halibut in lightly buttered baking dish; brush with the 1 tablespoon melted butter; sprinkle with pepper. Bake in 450 degree F. oven about 20 minutes, or until fish flakes. Do not overcook. Melt the 2 tablespoons butter in saucepan; add flour and cook, stirring, two to three minutes. Add milk and cook, over medium heat, until thickened, stirring constantly. Remove from heat; stir in sour cream, lemon juice, capers and ¼ cup of the almonds. (Sauce may be kept warm over low heat, but do not boil.) Pour sauce

To asparagus lovers, a sightly sprinkling of almonds is simply an added attraction; for those who balk at less common vegetables, almond awareness may raise the threshold of edibility and provide the welcome change of a delicious new dish.

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over fish and garnish with remaining almonds.

Almond Asparagus
(Makes 4 servings)

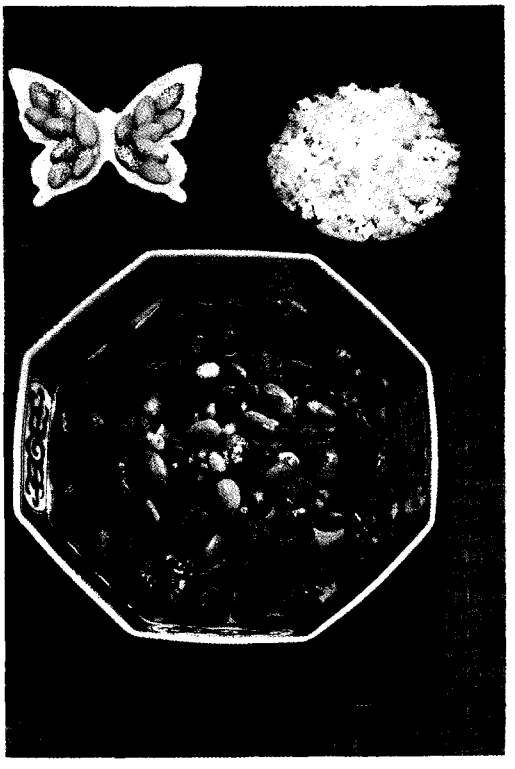
1 pound asparagus
2 tablespoons butter or margarine
1 tablespoon lemon juice
½ cup blanched slivered almonds, toasted
Pepper

Wash asparagus; cut into 1-inch diagonal slices. Heat butter in skillet; add asparagus and sauté three to four minutes. Cover skillet and steam about two minutes. Toss asparagus with lemon juice and almonds; pepper to taste.

Eggplant Florentine
(Makes 6 servings)

1 large eggplant (about 1 pound)
2 tablespoons butter or margarine, melted
1 package (10 to 12 ounces) frozen chopped spinach
1 can (10½ ounces) white sauce
½ cup blanched slivered almonds, toasted
⅛ teaspoon each *pepper and nutmeg*
Dash garlic powder
Parmesan cheese or buttered bread crumbs

Wash and pare eggplant; cut crosswise into ½-inch slices. Brush melted butter lightly on each side. Place on rimmed baking sheet and bake in 400 degree F. oven for about 10 to 12 minutes or until tender. Meanwhile, cook spinach in water as package directs; drain and squeeze out water; mix with white sauce, almonds and seasonings. Spoon onto baked eggplant slices; sprinkle with cheese or crumbs. Broil two to three minutes or until cheese or crumbs are browned.



The tastes of East and West meet in an irresistible compromise in "Asian Meatballs and Sauce," a tribute to the Chinese, who probably introduced the almond to their dinner plates long before they invented the wheel.

Vegetable Crepes
(Makes 4 servings)

8 (6-inch) crepes (recipe follows)
2 tablespoons butter or margarine
2 cups thinly sliced carrots (about 3 medium)
½ cup sliced green onion
1 clove garlic, minced or pressed
2 cups thinly sliced zucchini (about 2 slender)
½ teaspoon dill weed
½ cup blanched slivered almonds, toasted
Pepper
Cheddar Sauce (recipe follows)

Prepare crepes; set aside. In a large skillet, melt butter, add carrots, onion and garlic; sauté about five minutes. Stir in zucchini and dill weed; cover for two to three minutes. Add almonds; pepper to taste. Divide mixture among crepes; roll up and place in buttered baking dish or oven-proof platter. Heat five minutes in a 350 degree F. oven or until crepes are hot. Pour Cheddar Sauce down the center of crepes.

Cheddar Sauce: In saucepan, melt 1 tablespoon butter or margarine; add 1 tablespoon all-purpose flour and cook, stirring constantly, over medium-low heat two to three minutes. Slowly stir in ¾ cup milk; continue stirring until sauce comes to a boil. Reduce heat to low, add ¾ cup grated sharp cheddar cheese; stir until cheese is melted and sauce smooth.

Crepes: In mixing bowl, lightly beat 2 eggs. Gradually add 1 cup all-purpose flour alternately with 1¼ cups milk, beating until smooth. Beat in 1 tablespoon vegetable oil. Or combine ingredients in blender or food processor and blend until smooth. Refrigerate batter at least one hour. Heat a crepe pan and brush it once lightly with butter. Take pan from the heat, pour in 2 to 2½ tablespoons or just enough batter to cover bottom, swirling pan to distribute batter evenly. Cook over medium-high heat about a minute or until the edges loosen, the top is dry and underneath is golden brown. Invert crepe on towel to cool. Repeat until all batter is used. Makes about 16 crepes. Crepes may be stacked, wrapped in clean towel, placed in plastic bag and kept in refrigerator for one to two days. To freeze extra crepes, separate with waxed paper; wrap well.

Almond Rice Casserole
(Makes 6 to 8 servings)

4 tablespoons vegetable oil
¾ cup blanched slivered almonds
1 cup each *diced carrots and celery*
½ cup each *sliced green onion and diced green pepper*
1 bay leaf
2 cups chicken bouillon
2 tablespoons soy sauce
1 cup long-grain brown rice

Heat 2 tablespoons oil in large skillet. Add almonds; sauté, stirring two to three minutes or until lightly toasted. Remove with slotted spoon. Add remaining oil and heat. Add all vegetables and bay leaf; stir over medium heat for several minutes. Pour into 1½ quart casserole; add bouillon, soy sauce and rice; stir. Cover and bake in 350 degree F. oven for 70 to 80 minutes or until rice is tender and liquid is absorbed. Stir in almonds and serve immediately.

Tropical Fresh Fruit Salad
(Makes 4 to 6 servings)

1 medium-sized fresh pineapple
1 pint fresh strawberries, halved
¼ cup blanched slivered almonds, toasted
3 bananas, sliced
2 tablespoons shredded coconut
½ cup plain yogurt
1 tablespoon packed brown sugar

With a sharp knife, cut pineapple in half right through plume. Remove pineapple from shell; reserve shell. Discard core; cut pineapple into chunks. In a large bowl combine pineapple, strawberries, bananas, almonds and coconut; drain excess juices. Blend yogurt and brown sugar; pour over fruit; toss lightly to mix. Spoon fruit into reserved pineapple shell halves to serve.

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Franklin Humor

continued from page 18

his giving it his name.

To the subject of this memoir belongs the honor of recommending the army to go back to bows and arrows in place of bayonets and muskets. He observed that the bayonet was very well under some circumstances, but that he doubted whether it could be used with accuracy at a long range.

Benjamin Franklin did a great many notable things for his country and made her young name to be honored in many lands as the mother of such a son. It is not the idea of this memoir to ignore that or cover it up. No; the simple idea of it is to snub those pretentious maxims of his, which he worked up with a great show of originality out of truisms that had become wearisome platitudes as early as the dispersion from Babel; and also to snub his stove and his military inspirations, his unseemly endeavor to make himself conspicuous when he entered Philadelphia and his flying his kite and fooling away his time in all sorts of such ways when he ought to have been foraging for soap-fat or constructing candles. I merely desired to do away with somewhat of the prevalent calamitous idea among heads of families that Franklin *acquired* his great genius by working for nothing, studying by moonlight and getting up in the night instead of waiting till morning; and that this program, rigidly inflicted, will make a Franklin of every father's fool. It is time these gentlemen were finding out that these execrable eccentricities of instinct and conduct are only the *evidences* of genius, not the *creators* of it. I wish I had been the father of my parents long enough to make them comprehend this truth and thus prepare them to let their son have an easier time of it. When I was a child, I had to boil soap, notwithstanding my father was wealthy, and I had to get up early and study geometry at breakfast and peddle my own poetry and do everything just as Franklin did, in the solemn hope that I would be a Franklin some day. And here I am.

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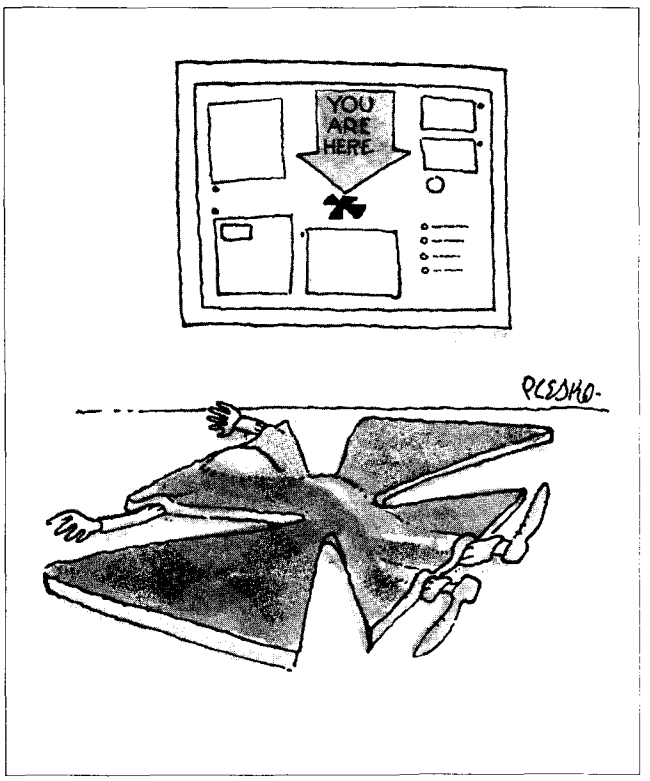
picked up an instrument of silver gilt and placed himself in communication with the Rumbin Galleries. "Georchie, tomorrow morning I get me t'ree weeks' more lease life again from the benk. Call up them inside house painters, Bort and Zolex, tell 'em be six o'clock this afternoon at the Galleries. Get me Frank the carpenter six-t'irty. Call up Oreas; tell him I maybe got a use for his Beauvais sofa and his six rose-and-cream petit-point chairs, hold 'em, I see him tomorrow. The Rosa Bonheur it's out for good; forget it. I got a deal 15 t'ousand dollars costs me 20; I lose five. If it comes off t'ree weeks from now, Georchie, we move to Fifty-sevent' Street. If it don't, your salary's maybe not, and I'm sick in chail!"

Howard Cattlet, listening, comprehended that he was still—though only by a hair—an Art Dealer's Assistant. He perceived also that the Rosa Bonheur was a dead issue; that his employer, penniless, intended to redecorate Mr. and Mrs. Hollins' apartment in rose and ivory at a cost to himself of $20,000, for which he would receive $15,000—and at this point the young man's mind seemed to be failing him. Mr. Rumbin, tense, made no explanation as they returned with the seven horses in Schwankel's truck to Seventeenth Street; nor did Miss Georgina Horne enlighten Howard at the Galleries, either then or later. She couldn't, because she didn't know.

"There are times," she said, "when Mr. Rumbin hardly dares to let himself know what he's up to. He never does like questions much, anyhow; and we must just remember he's a remarkable man." She paused, then added conscientiously, "That is, I mean if you feel you'd like to stay—and can take the chance?"

Howard did wish to stay, would take the chance and told her so. His unmentioned thought was that, even at the worst, three weeks of intimate association with old paintings, objets d'art and Miss Horne would add much to his knowledge; but here he erred. Rumbin moved as the whirlwind; his employees whirled with him, and, beginning next morning—in overalls—Howard was kept too furiously busy to learn anything except how to hurry unnaturally. During the whole of the vital period, his association with Miss Horne was fragmentary, flitting and never anything like intimate.

He had an intimate association with Schwankel's truckmen, however, moving the furniture, carpets, rugs, curtains and ornamental garnitures of the absent Hollins family



out of their apartment and into a storage warehouse until not a trace of Moultons was left, except in Mr. Hollins' den. Also, he brought to Park Avenue momentous truckloads from the Galleries and crates from auction rooms wherein Rumbin had plainly been plunging. At the apartment, the assistant, jostled by workmen, measured floors, ran errands, mixed buckets of paint and carried them up stepladders to a fevered chief turned painter working passionately to obtain exquisite accuracies in color.

Rumbin had begun to look like a thin fat man. On the last morning of the Hollins family's absence, he came into the Galleries pallid, having worked at the apartment all night, alone.

"We take my great Clouet in a taxi, Georchie," he said. "You get a sandwich in your left hand for lunch and dinner. You come, too, today. She wires me from Glouchester they're home eight o'clock this evening. Up to date, 24 t'ousand eight hundut 41 dollars 62 cents, and noon come the second drawing room's carpet, 18 hundut 50. Hurry, Georchie!"

Thus the assistant, unrolling a beautifully faded Aubusson rug, had the pleasure of seeing morning sunlight momentarily gild the fair head of the secretary as she came into the apartment and passed a window in the hall. Until late in the afternoon, he had only glimpses of her, mostly through doorways; then Mr. Rumbin sent him to help her hand the Clouet above the narrow mantel in the reception room, and they were alone together.

"Even I can see it's a grand little thing," he said from the stepladder in allusion to the glowing small picture she lifted to him. "It goes in for the 15,000, too, does it? Either he's crazy or I am."

Georgina was pale. "Even at auctions this Clouet ought to bring four to seven thousand dollars. He's put the Largilliere Duchess over the mantel in the first drawing room and the Francis Cotes Lady Blount over the mantel in the second, with the English 18th-century furniture. He's got the Troyon in the dining room, and Thomas Sully's Madame Malibran in the music room. They're by far his five best pictures. Besides that, he's brought up here most of the best objets d'art and every bit of the furniture that's really good! He'd already borrowed over the limit on everything he owns, long before this began. Now he owes more than $26,000 more!" She took from a box two slim statuettes of faintly gleaming, almost black bronze, and placed them upon the marble mantelshelf. "With their patina, these look beautiful here against the ivory wall. Italian Renaissance is pleasant

continued on following page

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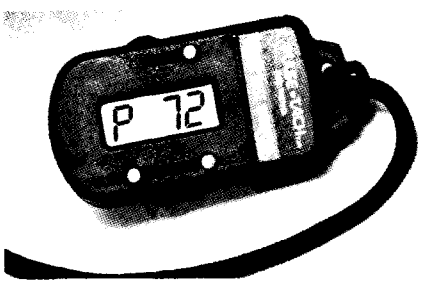

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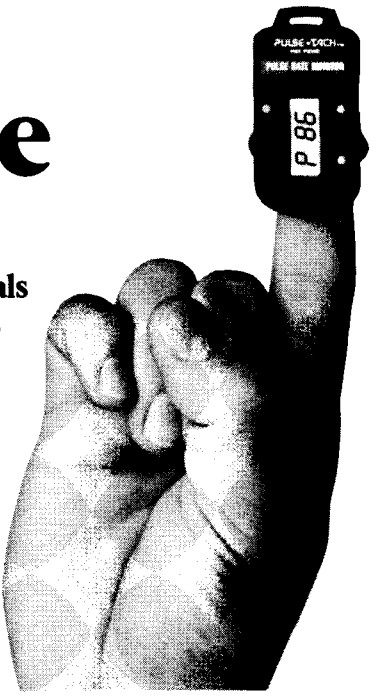

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with a Clouet. They're by Francesco de St. Agata. I do wonder——"

"Wonder what?"

Georgina seemed to struggle with the pressure of her loyalty; then she burst out, "I've guessed his idea—I mean I'm afraid I have. It's just too—well, people do lose their minds and still go about talking rationally and——"

"Georchie!"

Rumbin summoned her to him in the broad hallway and set her upon a task there. He came into the reception room, had the Clouet lifted an inch, then gave Howard the key to the locked-up Galleries and sent him all the way to Seventeenth Street for a tiny patch box, eglomise mounted on ivory, that had been overlooked.

When the young man returned, the workmen were gone and Mrs. Hollins' staff of servants had begun to come back to the apartment and stare; but Rumbin and Georgina were still busy.

Rumbin stopped at last. "I can't do no more; I can't tell what I'm doing. If I got them crystal chandeliers and crystal sconces cleaned enough, I don't know. It's o'clock 7:20. Georchie, in them boxes on the hall Directoire consoles, it's four dozen pale pinky roses, four dozen pale yellow; you place 'em. Howie, I borrowed from the butler one of the guest rooms; the suitcases they're in there—we go put on our tuxedo suits. If we get drowned, anyhow we go under dressed up!"

In the process of dressing, however, even the consolation seemed not to console. He sat sagged upon the bed, spoke hollowly from the inside of the shirt he drew over his head. "Howie, what's a art dealer's life?"

"Sir?"

"It's a eggony!" Rumbin's head emerged; he began with feeble fingers to insert small gold studs in the shirt. "It's a eggony of always struckling to create the ideel. Clients got to be made; they ain't born. Howie——"

"Sir?"

"I used to have NRA on the show window, Howie," Rumbin said. "It meant Not Running Any. Comes tomorrow I put up some more letters, different. I make it 'Rumbin Galleries, S.I.G.' "

"S.I.G., sir? What——"

"Socked In the Jaw," Rumbin explained. "Howie, you and Georchie come see me sometimes when the U.S. Government sends me to Leavenworse." He rose, completed his change of clothing, looked drearily in a mirror and then, shifting his gaze to his assistant, showed a little interest. "Listen, Howie, when Hollinses come, you stand around looking at 'em just like that—like you know you're more fashionable than them, but wouldn't say so. That cold solemn look you got, it's good; it's a big effect."

"Hi, Baldy. I'm conducting a survey to find out how touchy people are."

Howard grew red, spoke impulsively: "I don't feel cold. I—I wish I could do something. I don't understand at all; but I—I do wish I——"

"No, don't break it," Mr. Rumbin said sadly. "Just keep looking natural; it's good. Come on; let's go get arrested."

Returned to the drawing rooms, fine vistas through the suite seemed to please him mournfully, not making him more hopeful. "Space," he said. "Looks anyhow twice as large as Moultons done it. Space and coolness, no hot tones—all cool tones of rose—some ivories a little warmed, for richness; it's rich but yet cool. Georchie, you got just the right spots palish roses. Flowers lifts a place to life. It's all pyootiful; but does it happen?" There was a sound of little bells, servants hurried through the hallway, and Mr. Rumbin crumpled, yet even in despair was practical. "Georchie, keep in the beckground; you look like you been working. My Lort, I got not the muscle of a kitten!"

With rolling eyes he sent one panic-stricken glance about the great place he'd so utterly changed; then upon the instant stood smiling, his abdomen distended, his gaze beaming, his whole person bold, confident and sleek. Indulgently, sure of praise, he waved both hands in the wide and gracious gestures.

"Welcome home!" he cried. "Welcome home to all rose and ivory, Mr. and Mrs. Kingsford J. Hollins and little Miss Lulu. Look what a home you got now! Welcome home!"

Mr. and Mrs. Kingsford J. Hollins and little Miss Lulu paused in the open, wide doorway before Rumbin. Mr. Hollins, a small, dried, gray man with icy nose glasses, looked annoyed. Mrs. Hollins and little Miss Lulu stared into the room, gazed up and down the hall and through all vistas visible to them. Their eyes widened and widened; then both began to scream softly.

"Beautiful!" Mrs. Hollins cried.

"Perfectly dee-vine!" little Lulu shouted.

They came in, exclaiming rapturously. Then they began to flutter from room to room, making outcries:

"Perfectly gorgeous!"

"Look at this heavenly sofa!"

"Oh, the lovely, lovely picture!"

"Oh, look at this one, too, Mamma!"

They were heard calling to each other from the farthest rooms:

"Heavenly!"

"Dee-vine!"

continued on page 98

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1 Million of the World's Slimmest Calculator/Watches To be Sold For Only $15 Apiece In A Mammoth Publicity Drive

NEW YORK—One million of the world's slimmest, famous "micro-chip" quartz calculator/watches will be sold as part of a publicity campaign for only $15 apiece to the first one million persons who apply in writing to the company before Midnight, May 31, 1983.

These are the same nationally publicized LCD Quartz "micro-chip" calculator/watches to be featured in *The New York Times, Cosmopolitan, Playboy* and other leading publications. The slimmest calculator/watches in the world, they are so powerful they never need winding, and accurate to within seconds per month.

The digital display shows year, month, date and day of the week (as well as hour, minute and second) in full quartz digital mode. A built-in "melody" alarm wakes you in the morning, reminds you of appointments during the day, and even tells you when it's time to put another coin in the parking meter. (It also chimes on the hour.)

The calculator is accurate to 8 places, features a sophisticated 16-pad keyboard with full computer memory, and performs all standard operations such as addition, subtraction, multiplication, division, percentages, square roots, etc. It will even balance your checkbook and prepare your Income Tax Return.

These famous LCD quartz calculator/watches will not be sold at this price by the company in any store. To obtain one at this price, apply in writing to the company address (below) before Midnight, May 31, 1983.

Each calculator/watch carries a full one-year money-back guarantee and will be replaced by the company, free of charge, if it ever fails to function.

There is a limit of two (2) watches per address at this price, but requests which are mailed early enough (before May 25) are permitted to order up to 5 watches.

To apply for an LCD quartz calculator/watch, mail your name and address *and this original printed notice* together with $15 for each watch desired. Add only $2 shipping and handling no matter how many watches you are requesting. Mail to:

Carter & Van Peel, Ltd., Calculator/Watch, Dept. 150-43, Box 1230, Westbury, New York 11595.

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Ideel

continued from page 96

"Grand!"

"Oh, scrumptious!"

Mrs. Hollins, radiant, preceded by her whooping child, swept back to Rumbin. "Mr. Rumbin, I never dreamed anything could be so beautiful! It's worth all that horrible boresome trip we've been on. It's a dream!"

Lulu was already calling from the reception room: "Mamma, come look! Here's something we missed. It's a man with lovely jewelry on. It's gray-and!"

Mrs. Hollins flew jubilantly to the summons; but Rumbin's expression, as he looked after her, became almost theatrically solicitous. He shook his head, made lamentant sounds. "Ts, ts, ts!" With an air of deepest concern he approached Mrs. Hollins' husband. "Mr. Kingsford J. Hollins, please, please! Please don't let your wife get so excited!"

"What?" Mr. Hollins said crossly. "I'm dog-gone glad she's tickled, myself. What's the matter?"

"It'll break her heart," Mr. Rumbin said in a low, deeply troubled voice. "She didn't let me time to explain. When she finds out—but you know her nerfs youself, Mr. Kingsford J. Hollins. She's delicate; and such a disappointment could send her moaning in bed. She thinks she owns all these pictures, all these objets d'art, all the furniture, all the antique——"

"What? What you mean she doesn't own 'em? She said you said $15,000 for——"

"Certainly," Rumbin agreed benignly. "Fifteen t'ousand dollars for the apartment, Mr. Hollins—the pyootiful old-ivory walls, white-ivory ceilings, the rose curtains, rose carpets, rose rugs—four Aubusson, Mr. Hollins—and you got antique crystal chandeliers, crystal sconces, all macknificent. Of course, it couldn't include no paintings, no old masters, no Renaissance bronzes, no eighteent'-century furniture, no details like snuffboxes, patch boxes, Riccio inkstands. I put all these pyootiful masterpieces in here for this one evening just to make it a bright welcome home for her, so she gets a treat looking at 'em a little, Mr. Kingsford J.——"

Mr. Hollins said "What?" so insultedly that two listeners across the room, affecting interest in an old silver vase of roses, looked at each other miserably. "What? Just for this evening? You mean you intend to move all this stuff out tomorrow?"

"But all your Moultons I move beck in, of course, Mr. Hollins." Rumbin's solicitude increased poignantly. "Please! Please, Mr. Kingsford J. Hollins, run stop your wife from getting used to thinking she owns all these pyootiful things. Tell her she's got her lovely rose-and-ivory apartment but, of course, not no Clouet nor Troyon nor—listen! She's hollering louder over the Clouet! You got to think of yourself, Mr. Kingsford J. Hollins, too, because what'll her nerfs be the longer you put off telling her——"

"See here!" Mr. Hollins' expression was becoming more bitter. "What's your figure?"

"My figure? For——"

"For the whole damn jamboree! What's it got to cost me? Here, come out to my den where there's some paper and ink."

"Monseigneur!" Rumbin bowed. "Certainly, Mr. Kingsford J. Hollins," he said, and his voice, beginning with the bass viol, ended with the flute. "It's a pleasure!"

Then, as he followed the crossest millionaire in the United States out through the doorway, he looked back over his shoulder at two excited young people who'd given up pretending not to listen. He slowed his step and paused; Mr. Hollins could be heard stamping down the corridor. Rumbin rolled shining round eyes in that direction, thus by a purely ocular gesture designating whom he meant by the one symbolic and prophetic word he triumphantly whispered:

"Ideel!"

Another thought detained him yet just another moment. "Don't wait no longer, Georchie and Howie. You're both raised. You're permanent, Howie. I have commenced liking you."

You be the Judge

by John Ritter

When a local bank discovered money missing, the president ordered all employees to take lie-detector tests to see if any had stolen the money.

Wilson and several other employees refused, claiming that the tests were invasions of privacy. The bank responded by firing them, so they sued in federal court to get their jobs back, claiming their civil rights were violated.

"It's unconstitutional to discriminate against a group of persons who stand up for their rights," their lawyer said.

The bank lawyer disagreed.

"There's no discrimination here," he argued. "The bank has the right to protect its interests."

If you were the judge, would you decide for the employer or the employees?

Case dismissed, the employer wins. Civil rights are not violated by private employers requiring their employees to take lie-detector tests.

(Based on a 1979 federal case in New York.)

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NEW WONDER-FORMULA—HAILED ON NETWORK TV!

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- Ends sanding—scraping—spraying—chipping—steel-wool FOREVER!
- Amazing European discovery turns layers of paint to a single sheet of 'paper' so it peels away just like you'd lift and turn the pages of a book!

WORKS ON ANY SURFACE . . . WOOD, BRICK, METAL, PLASTER, GLASS, STONE, ANTIQUES!

Amazing new formula actually penetrates old paint (varnish and lacquer, too), in minutes. Transforms it into a soft, plastic-like film. Then simply let set...lift, roll, strip up to 18 coats of paint away in a single peel-away action! Yes, years of built-up paint peel away as quick and easy as you'd turn this very page! Ends sanding, scraping, chipping and foul-smelling chemicals ONCE AND FOR ALL!

There's no dust up. No clean up. Just a single peel-away action restores the bare, original finish . . . good as new in a flash!

SO EASY EVEN A CHILD CAN DO IT!

Called 'Peel-Away', this new wonder-formula has been offically registered with Gov't. patent offices throughout the World. It is completely odorless—completely safe! Reacts only with paint, varnish, lacquer or shellac . . . nothing else! So you can use it on even finest furniture, precious art frames, why even delicate wicker or valuable painted-over marble. In fact, it is so safe, so gentle, it is used by London's British Museum and world-famous art galleries to strip old art frames and century-old paneling. Even used by antique dealers to strip down priceless furniture treasures for restoration. Yes, 'PEEL-AWAY' literally lifts away every last layer of old paint even from hard-to-get-at places such as impossible-to-reach windowpane corners . . . grooved molding . . . finely tooled woodwork, etc., etc.

SIMPLY COAT IT ON—SEE IT TURN PAINT TO "PAPER" IN JUST MINUTES...AND PEEL IT AWAY IN A SINGLE LIFT-OFF-ACTION!

Best of all this new wonder-formula is so easy to use. Simply mix with water and coat onto any painted surface. Then press down special 'Peel-Away' magic-fibre Lift-tex strip-away cloth, (included free) . . . let dry and adhere to surface . . . and without even dirtying your hands, lift away old paint, just like you'd peel a banana. It is as simple and easy as that. No mess. No fuss. No odor. Old paint lifts away like a single sheet of paper. Original bare-wood finish comes through like new again.

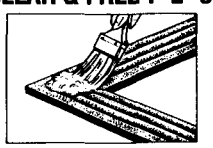
SO ECONOMICAL TOO! MERE PENNIES PER JOB! AND THE PEEL-AWAY MAGIC-FIBRE CLOTH IS COMPLETELY RE-USABLE, GOOD FOR YEARS TO COME!

Peel-Away is every home-owners dream come true. Ideal for indoors on walls, windows, furniture, etc.—plus 101 outdoor uses too. And it costs only a little more than a penny per foot coverage. Homeowner's size alone gives enough coverage to strip away as much as 500 to 750 feet of wall and door trim, window frames, furniture molding, stair railing, patio furniture, roof-gutters . . . its uses are almost endless.

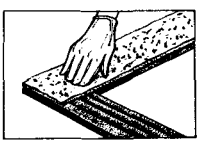
SAVES WORK, SAVES TIME, SAVES MONEY ...MAKES TAKING OFF PAINT EVEN EASIER THAN PUTTING IT ON!

So for the new low-cost, super-fast way to peel away old paint . . . lift away old lacquer, varnish and shellac . . . order PEEL-AWAY today on full money-back guarantee. REMEMBER: You must be able to simply coat . . . peel . . . lift and strip away up to 18 layers of old paint in a single peel-away action . . . without sanding, scraping, chipping or steel wool . . . or purchase price refunded in full. Order today.

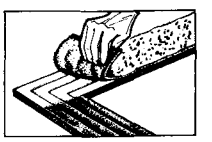
CLEAR & FREE 1–2–3!



STEP 1: Simply coat 'Peel-Away' wonder-formula over old, encrusted paint; (up to 18 layers thick)—



STEP 2: Cover treated area with magic-fibre 'Lift-tex' stripper-cloth, (included FREE). Let set and adhere to coated surface.



STEP 3: Right before your eyes paint turns to "paper" . . . lifts, peels, strips away IN A FLASH!

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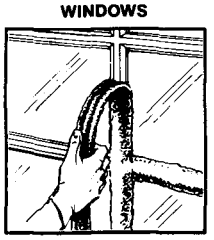
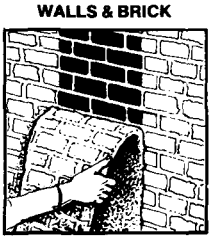
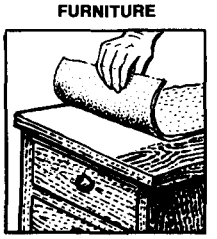


WALLS & BRICK



FURNITURE



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Botts

continued from page 60

sea. There were no lakes nearby."

"No fishing at all?" asked Mr. Montgomery.

"There were a few pitifully small streams. But my parents were too poor to buy me any fishing tackle. I had to be content with a willow pole, a length of cheap string, a bent pin and a worm."

"And I suppose," said Mr. Beasley sarcastically, "that you caught a lot of fish?"

"No. In practice, I was a miserable failure. But I could always daydream. And in my dreams I pictured myself as the world's greatest fisherman.

"But after you grew up," Mr. Beasley said, "you never did anything about it?"

"I have always been too busy selling tractors. But I never forgot my boyish ambitions. And when Mr. Montgomery here suggested a fishing trip, it seemed to me that at last my great opportunity had come. At once, I found myself burning with zeal, glowing with enthusiasm—in other words, ardent."

Mr. Montgomery looked me over doubtfully, and then came to a decision. "Mr. Botts," he said, "perhaps I have been doing you an injustice. If you really want to learn some of the fine points of fishing, I would not want to deny you the privilege. In the morning we'll all go to the outer beach on the far side of this island where we can do some fly casting with our feet on good old terra firma."

"Splendid," I said. "And now, while we still have a little daylight left, I would like to put on a demonstration to show you how the Earthworm is far superior to all its competitors."

"I'm too busy right now," said Mr. Montgomery. "But I will be happy to watch a demonstration tomorrow afternoon after we get back from our fishing trip."

Mr. Beasley spoke to Mr. Montgomery, "I don't see why you want to see an Earthworm demonstration. You have already signed an order for 12 Behemoths."

"Yes. But I've told my secretary to hold it until five o'clock tomorrow afternoon."

"I would advise against any delay," said Beasley. "The Behemoth Company, because of the steel strike, has been forced to curtail production. We are running short of tractors. Unless you send in your order at once, you may have to wait a long time for delivery."

"I'll take a chance," said Mr. Montgomery.

That seemed to end the conversation. So I came over here to the hotel where I have been writing this report. It is unfortunate that I followed your advice, Henderson, and pretended I am a fisherman. But you will have to admit that through my mastery of the English language and my knowledge of the precise meaning of the word ardent, I was able to talk my way out of an embarrassing situation. Tomorrow I will follow my own advice, and I trust the results may be much better.

Most sincerely,
Alexander Botts

Earthworm City, Illinois
November 20, 1959

Alexander Botts
Mott's Landing, Florida

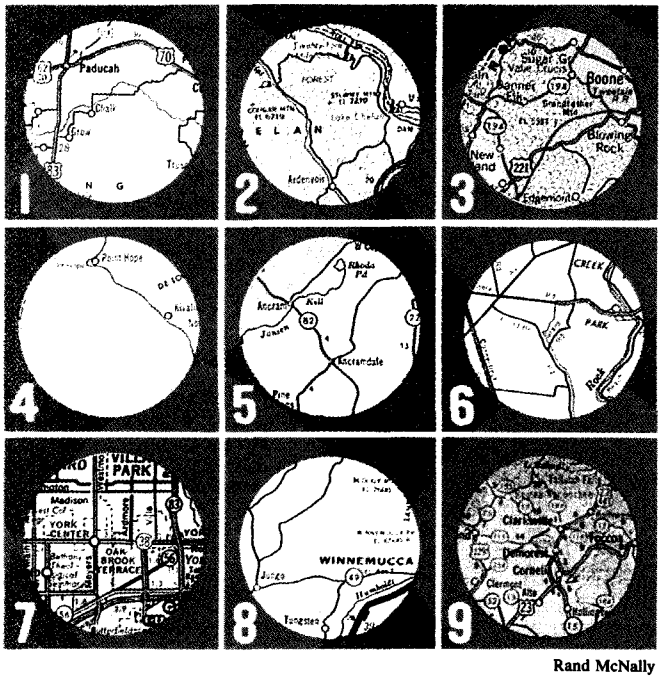
Regardless of your hair-splitting definition, the word ardent is taken by most people to mean one who is experienced and skillful. So don't blame me if you got into trouble. Furthermore, I do not approve of your talking yourself out of your difficulties by claiming you were raised in abject poverty in Iowa. Everybody knows that Iowa is a prosperous state where abject poverty is practically unknown. Besides, I have heard you boast that your father was one of the most successful farmers in the region. From now on, you will conduct the business of the Earthworm Company with complete honesty and with dignity.

Gilbert Henderson,
President
Earthworm Tractor Co.

Mott's Landing, Florida
Friday, November 20, 1959

Dear Henderson: Your telegram is here. Your criticism is justified. I am ready to admit that, even though I have not been guilty of flagrant dishonesty, I have at times been a little careless in my statements. But I have learned my lesson. And you will be glad to know that for the last three days I have followed your recommendation that I conduct the business of the Earthworm Company with complete honesty. Unfortunately, it has not

continued on page 102



Rand McNally

Where do you think you are?

East or West, North or South, each of the distinctive areas above appears on the map of a single city, state or province. In terms of routes, state parks, mountains and memorials, there is, as the saying goes, "no place like it." Can you identify these locations? If you or a friend find the game too easy (but you won't), add the requirement that you place the area, north, south, east, west or central in the designated locale.

(Answers on page 110)

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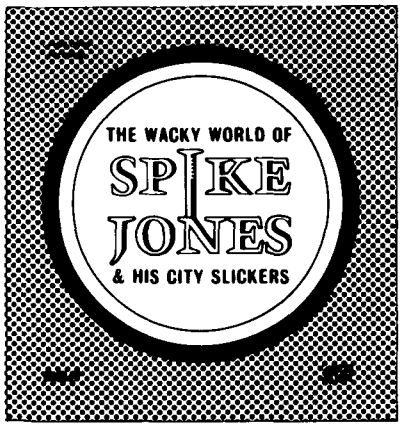

Here's All You Get:

Cocktails For Two
Laura
Glow Worm
Chloe
Holiday For Strings
Hawaiian War Chant
Liebestraum
Love In Bloom
My Old Flame
Dance Of The Hours
Shiek Of Araby
Yes, We Have No Bananas
I Dream Of Brownie With The Light Blue Jeans
You Always Hurt The One You Love
Der Fuehrer's Face
William Tell Overture
None But The Lonely Heart
The Man On The Flying Trapeze

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Major anthology now seeks poems: love, religious, nature, haiku, reflective, free verse . . . *all types.* **Cash prizes.** New poets welcomed. Send best poem (only one). Photocopy O.K. 20 lines maximum. Send to: American Poetry Assn., Dept. SE-2 , Box 2279, Santa Cruz, CA 95063. Free brochure.

Diamond Head

continued from page 58

mule-drawn trolley tours of the old sugar plantation that start at the entrance of the mill. It's a relaxing change of pace with a bonus of additional history in the bargain.

Your last stop at the tip of Oahu will probably be Dillingham Field. At the small airfield, you'll see gliders being towed into the air, to be cut loose for a 20-minute flight on the air currents by the mountain peaks. After three successive trips and seeing the same gliders intact year after year, I screwed up my courage for a flight (about $20). It's a most exhilarating experience, with a view of the tip of the island that would be impossible to behold otherwise. It's a wonderful flight, a unique experience and smooth as a soaring seagull.

Now you'll backtrack a few miles and cut through the center of Oahu, past great fields of sugar cane and pineapple, perhaps stopping at the Dole Plantation for a bit of cold pineapple juice, some souvenirs and the opportunity to purchase a six-pack of pineapple.

Soon after leaving the plantation, you'll find yourself on the major and ultramodern highway system that speeds you back to Honolulu. Perhaps tonight is the time for that ocean dinner cruise around Diamond Head. And tomorrow? Let's get out those swimming trunks, buy a snorkle, pack the camera and the suntan lotion and take another trip beyond Diamond Head.

After all, we're building beautiful memories, and someday we'll want to come back to this beautiful island of Oahu. As my son Michael remarked on his very first trip to Hawaii, "Even Walt Disney himself couldn't have designed a more beautiful or fantastic place." ★

Botts

continued from page 100

been possible for me to proceed with dignity.

On Wednesday morning—the day after my previous letter to you—I took Mr. Montgomery and Mr. Beasley in my boat to the outer beach for the promised fishing lesson. This time the gulf was calm. I did not get seasick. Following Mr. Montgomery's orders, I anchored the boat about 50 yards out on what I think he called the breaker bar. He issued us boots and fishing tackle, and we waded across the swash channel—if that's what you call it—to a narrow beach between the gulf and a dense mangrove swamp. Here he explained that he would show me how to fish for snook with something that I think he called a small drone spoon on a spinning rod using a four-pound-test monofilament line. But I never did understand what he was talking about.

We all three did a lot of walking up and down the beach following the silly fish. At times we got completely separated—which gave me several chances to sit down and rest. On one of these occasions, when Mr. Montgomery and Mr. Beasley were out of sight, I waded out to the boat to sample one of the ham sandwiches we had brought along. As I climbed aboard, my eye chanced to rest on the fuel gauge. It stood at zero. I took the cap off the fuel tank and measured with a stick. The tank was empty.

Before I had recovered from the shock of this discovery, I noticed the repulsive Mr. Beasley approaching along the beach. I waded ashore. "Mr. Beasley," I said, "we are in deep trouble. We have run out of fuel for the boat. I thought I had checked the tank before we left, but I must have been in a hurry or something."

"Don't you carry a reserve supply?"

"No. So we are stuck. We are marooned. We've got to figure some way to get back in town."

"What do you mean, *we*? You got us into this, Mr. Botts. It's up to you to get us out."

"I know," I said. "But maybe you could help. You know the country around here. You can tell me how far we are from the town of Mott's Landing."

"It's about half a mile away—straight back through this mangrove swamp."

"Is there any way I can walk back to town?"

"I doubt it. That swamp is very soft and very sticky. You'd probably sink right out of sight."

"Listen," I said, "I've got to get Mr. Montgomery back to town for a tractor demonstration."

Mr. Beasley laughed in my face—as insulting and disgusting a laugh as I have ever heard. "Mr. Botts," he said, "you have got yourself into a real hole. By your own incredible stupidity in neglecting to check the fuel in your boat, you have made it impossible to put on your demonstration this afternoon. When five o'clock arrives and nothing has happened, Mr. Montgomery's secretary will mail in the order for 12 Behemoth tractors. The deal will be closed. And you will be out in the cold."

"I won't stand for this," I said. "That swamp may be too soft to walk through, but I don't think it's too soft for an Earthworm tractor. I'm going to have my operator drive his machine right over here through the swamp and take us back to town. Incidentally, that ought to be a good enough demonstration for anybody—especially when you know very well you would not dare take your clumsy Behemoth into all that mud."

"My Behemoth can go anywhere an Earthworm can go," he said. "I would be glad to tell my operator to accompany your Earthworm with my Behemoth. But your whole proposition is nonsense. I think I will go and find Mr. Montgomery," he said. "When I tell him how you have been making a fool of yourself, I am sure he will get as good a laugh out of it as I do."

"There must be something I can

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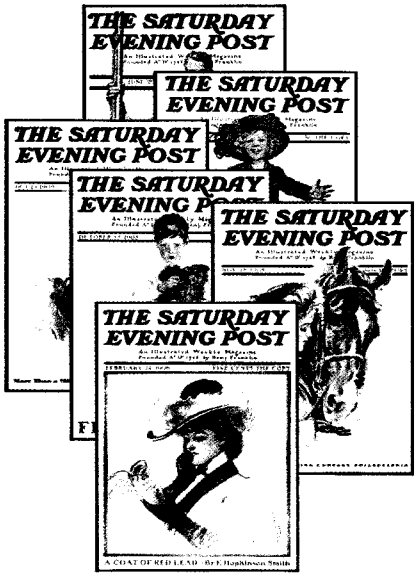
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MEDICAL MAILBOX

by Cory SerVaas M.D.

"Be strong and of good courage; be not afraid. . .for the Lord thy God is with thee withersoever thou goest."
Joshua 1:9

Refuse Smallpox Vaccine

To prevent herpes, my wife and I both now take maintenance levels of L-lysine daily. We both have previously had diets high in arginine—nuts and popcorn. We have tried to discontinue as much of this as possible, but have kept the popcorn. When we do indulge, which is often, we try to increase our L-lysine intake to compensate.

My wife's sister also has suffered from the outbreaks and, at my insistence and after reading your articles, has begun a daily intake of L-lysine. She has not had an outbreak since she began.

We have all been extremely happy with the results lysine has given us and continue to encourage others to try the simple and inexpensive preventive. One example has been a coworker of my sister-in-law's. He was suffering from a herpes outbreak in his eyes, and his physician was treating him with smallpox vaccine to no avail. He began a lysine intake, and his problem has cleared up. The doctor thought it quackery, but concedes it has worked.

Thanks for your research. God's richest blessings for continued success. He has made our bodies, and He holds the cures for all our sickness.

Butch Morris

Both the Food and Drug Administration and the Center for Disease Control in Atlanta have, since 1980, been notifying physicians that smallpox vaccine should not be used therapeutically to treat any disease or condition. Although some doctors have used the vaccine to treat herpes-simplex infection, warts and other diseases, there is no evidence that it has any therapeutic value whatsoever. Serious complications have been known to result from its use.

"Remember the biopsy we took yesterday? We just sold it to the Harvard Medical Journal*!"*

Since smallpox no longer exists as a practical threat the danger of a bad reaction to the vaccine no longer constitutes an acceptable risk.

It is often that the worst cases of herpes, the one which do not respond in any way to symptomatic treatment, will be vaccinated with smallpox vaccine on a desperate, last-ditch basis. Such patients may be suffering from the severest forms of herpes because they are marginally or substantially immunocompromised and unable to raise natural defenses against infection. They may also be unable to produce an immunity to smallpox in response to the vaccination and, worse still, unable to contain the vaccination at its initial site. They don't "scab over." They go on to severe, progressive ulceration of the vaccination area. Doctors call this condition "vaccinia necrosum," and in its worst cases, it can hopscotch to other places on the skin. Treatment can be costly, protracted and may not always be effective. Death has been known to occur. This is a very high price to pay for an ineffective treatment against herpes. If you have herpes and someone suggests smallpox vaccination to you, the only safe, sensible answer is "No!"

Loving Care for Handicapped

Dr. David Shurtleff, a specialist in congenital defects at the University of Washington School of Medicine in Seattle, has made friends with a community of Dutch Reformed people from Ferndale, Washington, who previously did not even want to hear the word amniocentesis. To them, amniocentesis and the use of ultrasound and other prenatal study techniques was a prelude to abortion, and abortion is a practice they simply won't tolerate. But Dr. Shurtleff has learned to talk with them on their own terms, those of loving care, because he uses prenatal studies not to pronounce the death sentence on as yet unborn children, but to lessen the severity of possible birth defects while the babies are still in the womb.

As an alternative to abortion, Dr. Shurtleff proposes various supportive interventions, such as intrauterine shunting of hydrocephalus, which is often seen as a complication of spina bifida in the developing fetus.

Of special interest is his concentration on delivery by Caesarean section. Careful measurement of the lecithin/sphingomyelin (L/S) ratio in amniotic fluid allows a dependable estimation of fetal maturity with delivery of the pregnancy at an opportune time.

This avoids pressure trauma and intracranial bleeding, such as may threaten a hydrocephalic brain during vaginal delivery. Also avoided is central nervous system infection via the neural-tube defect that is often incidental to vaginal delivery after rupture of membranes. Finally, the baby is spared the stress of birth-canal pressure on spinal nerves exposed in the defect.

In addition to all of these safeguards, Dr. Shurtleff rec-

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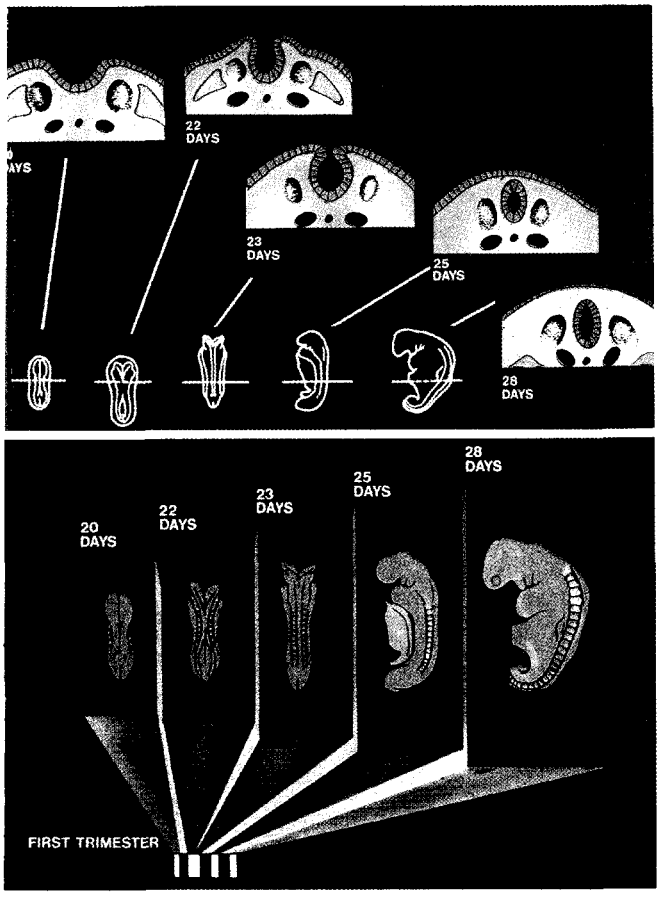


The neural tube closes during the first 20 to 28 days of pregnancy. The time to take prenatal vitamin supplementation is *before* conception occurs. If you wait until you know you are pregnant, it is too late to prevent a neural-tube defect. Folic acid, 0.8 mg/day, appears to prevent neural-tube defects. If you have had a spina bifida baby and would like to avoid a recurrence, please contact the *Post* about taking prenatal vitamins in a research project.

ommends the standby attendance of a neurosurgical team at delivery in order to provide the advantages of immediate closure of the neural-tube defect, should this procedure be indicated.

Dr. Shurtleff sees all these techniques as creating a happier developmental outlook for babies with spina bifida. These children will be less mentally retarded, more capable physically when, for their parents, abortion is not an acceptable option.

Interestingly enough, this group of conscientious parents happens to include men and women who, while not formally religious, have a number of ethical reservations about abortion.

Cancer and Talc

I've just heard about your cancer survey ("Lessen Your Cancer Risk," September '82).

I had surgery for and was found to have ovarian adenocarcinoma five years ago. I've taken chemotherapy and had second and third back surgery. I was finally cured (or in remission) one year ago.

I have always used talc after a bath and always powdered the genital area. Also, I always powdered my sanitary pads with powder. I am 64 years old.

Starr D. Saunders
Montgomery, Alabama

Wilson's Disease

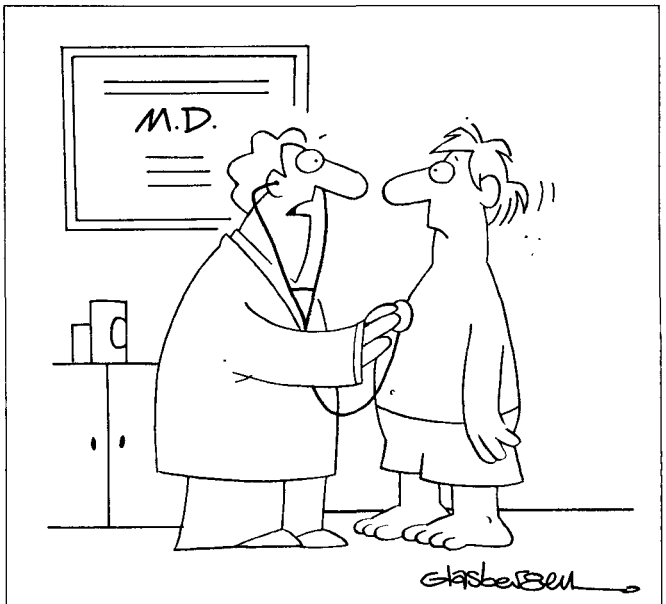
I was surprised and pleased to see the reprint of Berton Roueché's article about my experience with Wilson's disease in the November and December issues ("The Copper Ring Mystery"). I wish I could say that experiences such as mine were a thing of the past, but I know of two young Wilson's disease victims who died in the past two years because they were not properly diagnosed in time. Their deaths were unfortunate, not only because they were so young, but because they died unnecessarily. Wilson's disease is treatable if it is diagnosed in time. I was one of the lucky ones. There are probably many less fortunate wasting away in nursing homes or mental wards.

I hope that your reprinting of Mr. Roueché's article results in a greater public awareness of Wilson's disease and other rare disorders that are so often overlooked. If you receive any inquiries from Wilson's patients who would like to contact me, or from people who would like additional information about Wilson's disease, you may forward them to me in care of the Wilson's Disease Association at the following address. Thank you for considering my story worthy of retelling.

—Carol A. Terry, Vice President
Wilson's Disease Association, P.O. Box 489
Dunfries, Virginia 22026

I read the article "The Copper Ring Mystery, Part II" in the December issue of *The Saturday Evening Post* with more than a casual interest. We have a 30-year-old son who has Wilson's disease. He was diagnosed, at age nine, as having Wilson's disease while he was a patient of Dr. William G. Klingberg at West Virginia University Medical Center at Morgantown, West Virginia. We feel you should include Dr. William G. Klingberg as a doctor who has considerable expertise and dedication to the treatment of patients with Wilson's disease.

—Mary C. Davisson
Jane Lew, West Virginia



"It's worse than I thought! Instead of a heartbeat, I'm getting the Morse code distress signal!"

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Botts

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do."

"Certainly," said Mr. Beasley. "You can go sit on a tack." He turned and walked up the beach.

I must admit I was frustrated. But not for long. I have the type of mind which works most effectively in times of adversity. On this occasion my mental processes began following a procedure known to psychology as the association of ideas.

At first these associations seemed almost aimless. As I meditated on Mr. Beasley's childish insult, "Go sit on a tack," I was reminded of my own childhood in Iowa. And I reflected that you, Henderson, would be totally unable to understand my somewhat erudite use of the word abject—which is taken from the Latin *abjectus*, meaning thrown away. Thus abject poverty means poverty which has been got rid of.

Still dwelling on my childhood, I next remembered that sometimes instead of saying, "Go sit on a tack," we had used the expression, "Go fly a kite." This in turn reminded me of the great John Roebling who flew a kite over the Niagara River to carry a string that took over the cable for his great suspension bridge. At once I jumped in the air and gave three cheers.

I got to work at once. I checked the wind; it was blowing from the gulf toward the land.

I wrote a letter addressed to my operator over at Mott's Landing. Above the address I wrote a promise of a reward of $10 to anyone who would deliver the letter. I told my operator to tell the Behemoth operator that Mr. Beasley had agreed to a competitive demonstration—provided I could get word to my operator this afternoon. I explained that both tractors were to drive across the mangrove swamp to the outer beach.

Next I scouted around the cabin and found some extra fishing tackle. There were two fish poles—each in a metal container. They looked rather light and cheap, and I decided they were exactly what I needed.

I took them on deck and chopped a piece off each pole with a hatchet. I tied the two pieces together to make a framework in the form of a cross. And I covered this with pieces of very light plastic material which I cut from several raincoats. There was plenty of the kind of string or line which Mr. Montgomery referred to as monofilament, so I was able to tie and sew everything together very securely. I attached a tail, to which I fastened the letter.

Then I took the kite ashore, along with several reels of this monofilament stuff. The kite flew very well. I was able to get the kite just about over a wisp of smoke which I decided must be coming from a chimney in Mott's Landing. I then cut the line and watched the kite descend.

I sat down and waited. Hours went by. Nothing happened. Five o'clock arrived. I began to despair. Finally Mr. Montgomery and Mr. Beasley came walking along the beach. Mr. Montgomery greeted me. I apologized for being so stupid as to run out of fuel for the boat.

"Never mind about that," he said. "Several of my friends in town know that we planned to come to this beach. If we don't get back by suppertime, they will send out a rescue expedition. And in the meantime we can get in some unusually fine fishing. Out in the boat I have a couple of rods which are real collectors' items."

He waded out to the boat. Mr. Beasley and I followed. As we climbed aboard, I was getting more and more apprehensive.

"Mr. Montgomery," I said, "did I understand you to say that the rods you left here on the boat are collectors' items?"

"Absolutely." They were made

continued on following page

Can you name this picture?

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At Barth's, we are deeply and genuinely concerned about your health and well-being—and been so concerned for more than 33 years. As a pioneer in the development of safe, natural, non-addictive products, Barth's has gained a superb reputation—becoming a trusted "name" in the nutritional and health field. With a staff of highly-trained and dedicated experts—who combine long years of experience and a virtual "library" of knowledge—we are constantly researching the latest developments to come up with formulas that are as safe and as effective as possible. You can be assured that every product we bring to your attention is backed by our long history of integrity, capability and concern.

Barth's

Eleanor Levitt

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- Niacinamide

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especially to my order in Italy by a master craftsman who has since died. This means that they are irreplaceable."

He opened the two containers. They were empty. "Somebody has stolen my two precious rods," he said. "And I know who it was."

(continued next issue)

Cancer

continued from page 74

infections in mice. They discovered that lysine and a number of variations of lysine inhibited the virus. Of the naturally occurring amino acids, they found lysine to be the most inhibitory. This research went relatively unnoticed until, in 1964, Robert Tankersley, a research scientist at Medical College of Virginia, went to work to define the growth requirements of the herpes-simplex virus and found a piece of the puzzle that had been missing by showing that *without* another amino acid, one that resembles lysine, namely arginine, the virus could not grow. In 1970, researchers at Albert Einstein Medical Center showed that human proteins were high in lysine and viral proteins were high in arginine.

There is also the possible role for lysine in treating virus in the herpes group other than the herpes simplex. Chicken pox and shingles fall into this category, as does mononucleosis. Other viruses are known to require arginine. These include the measles virus, the adenovirus, types 1 and 2, and cytomegalovirus (recently speculated to have a role in Kaposi's sarcoma in homosexual men).

"If a virus is not affected by lysine, what other amino acid might affect it?" asks Dr. Kaplan. "Certain cancers are associated with viruses. The herpes virus causing Marek's disease in chickens is arginine-dependent, for example. Luke's adenocarcinoma in frogs and Burkitt's lymphoma in humans appear to be caused by viruses in the herpes group."

The bottom line is if a simple protein food supplement helps keep chickens and pigs well, and if it inhibits the herpes virus—as it clearly does when tested in the laboratory—what can it do for humans?

You, our readers, are helping to find out. Your "Help Prevent Cancer" surveys may shed some light on lysine and cancer. We are happy to report that more than 20,000 surveys have been returned to *The Saturday Evening Post*, and more are arriving daily. We have 22 computer terminals feeding the results of the cancer surveys into our large computer at the present time. The volunteers at The Little Red Door, Marion County Cancer Society, have been working tirelessly encoding survey information. The most exciting results so far have to do with *lysine* consumption and the possible lessening of cancer incidence. As we go to press with this magazine, we have entered 2,219 surveys into the computer. Of those respondents, 112 persons had taken lysine; only four persons of this group had reported getting cancer *after* having started on lysine. We asked the computer how much lysine each of these individuals had been taking and received the following answers: One had taken 10 mg daily; another had taken 1,500 mg monthly. It turned out the third had not started taking lysine until four years *after* her cancer had occurred. The fourth had taken it only weekly, but failed to fill in the amount. She gave an Army post-office overseas address, and we have written to her to find out the amount she takes. It would appear that none of the four

continued on following page

Where do you think you are?

(Answers from page 100)

1. Texas
2. Washington
3. North Carolina
4. Alaska
5. New York
6. Washington, D.C.
7. Chicago, Illinois
8. Nevada
9. Georgia

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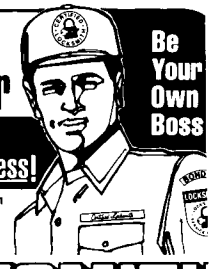

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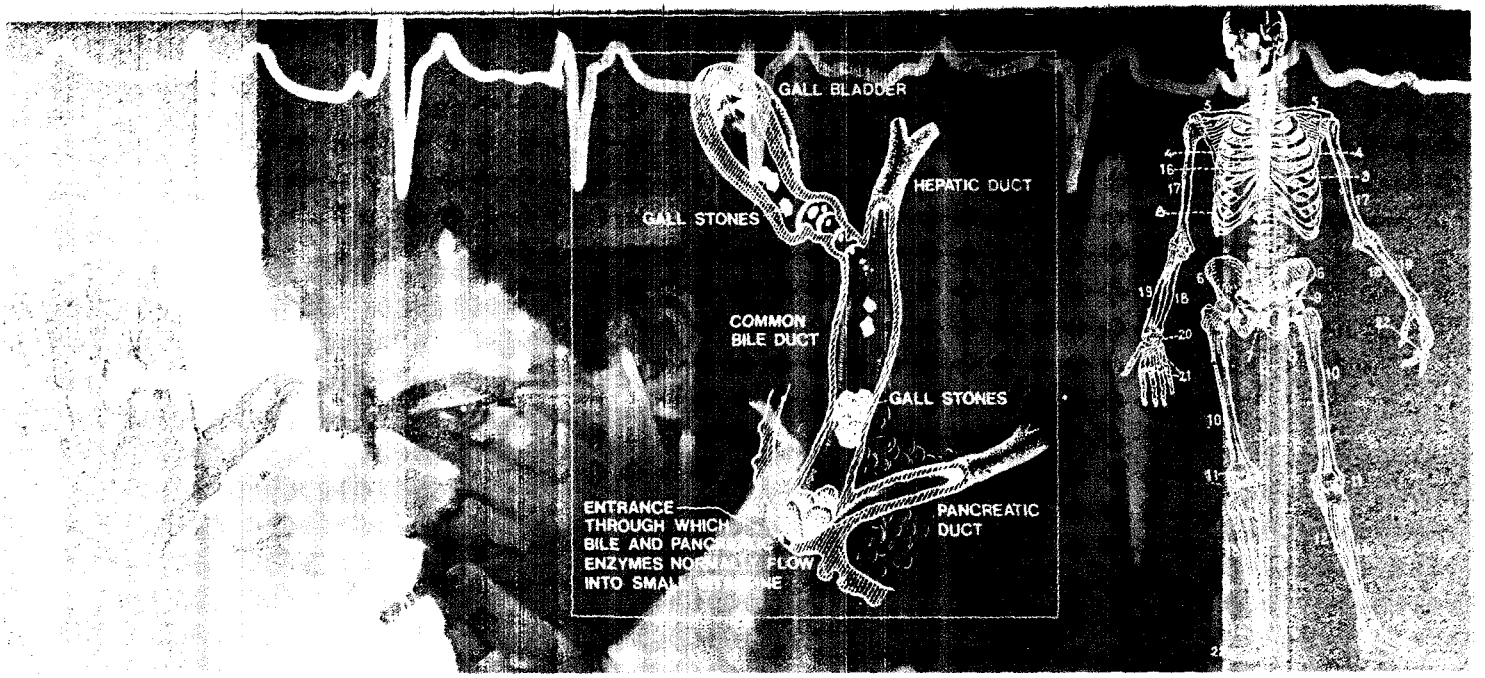

MARCH ON THE 700 CLUB'S LIFECARE DIGEST

March 3
Heart Attack

Should you be taking an aspirin a day to prevent your coronary? Learn what foods you should use to keep your cholesterol down and how to cook them. Join us on a shopping tour to show you how to read labels to lessen your risk. How early do plaques begin clogging your arteries? It's a matter of life or death to start early teaching your family what to eat. Tune in this week.

March 10
Gallstones

Gallstone surgery is almost an American pastime. At least a quarter million gall bladders are removed in the U.S. yearly, and 15 million Americans are plagued by gallstones regardless of race, sex and age. Why is this disease so prevalent here, yet rarely seen in rural Africa? This week on LIFECARE DIGEST, we'll take a dietary safari with an African physician who advocates a diet that could save you from the pain and problems of gallstones.

March 17
Microvascular Surgery

Would you know what to do if you came upon a victim of a severed finger, hand or foot? Thanks to microvascular surgery, amputations can often be restored if proper care is taken of the severed part. This week on LIFECARE DIGEST, you'll hear the amazing story of an accident victim whose severed member was restored all because a very young person knew exactly what to do. Be sure to watch.

March 24
Calcium

Calcium — your need for it increases as you age. Lack of it causes a million bone fractures in elderly persons each year. Learn how to avoid such catastrophes, plus keep from shrinking as you grow older, through proper calcium supplementation. Watch us this week on LIFECARE DIGEST.

March 31
Marijuana

Getting stoned sounds like fun until you get "tombstoned." Learn how a good time can become a very bad time for marijuana users and how this drug's active ingredient actually causes damage to human chromosomes. It has not been widely publicized, but there is now a simple, noninvasive test for marijuana use which could be beneficial to parents, teachers, employers and law-enforcement officers. Find out the marijuana facts in this week's LIFECARE DIGEST.

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have taken sufficient lysine to have been protected, if indeed it turns out that lysine is a protection against some forms of cancer.

For protection from the herpes virus, Drs. Richard Griffith, Arthur Norins and Christopher Kagan recommend approximately 1,500 mg of L-lysine per day along with a low-arginine diet.

If you are a lysine user observing a low-arginine diet, we would like to hear from you so that we may include you in a study of the incidence of cancer among lysine consumers. For that purpose, we have prepared a second cancer-prevention survey, which we hope you will fill out and return to us.

Survey No. 1 has revealed a great deal to us on questions regarding the cancer-prevention habits of our readers. Too many of you who are over 40 answered "Never" to all three of the following questions:

20. Have you had a sigmoidoscopic exam* of your colon? In the last year _____ Last 5 years _____ Never _____.

*(A small flashlight viewing device is passed through the rectum so the doctor can view the lining of the colon for possible cancer.)

21. Have you or your doctor ever checked your stool specimen for possible hidden blood? In the last year _____ Last 5 years _____ Never _____.

22. Have you had a digital rectal exam? In the last year _____ Last 5 years _____ Never _____.

We would like to caution all of you who are over 40 and answered "Never" to these questions to please order a hemoccult test for hidden blood in the stool from The Little Red Door (Marion County Cancer Society), 1801 N. Meridian St., Indianapolis, Indiana. Please enclose a $3.00 donation to them and a business-sized, self-addressed envelope.

We were surprised to see that a number of you had checked that you had not had any of these tests although you *had* had physical examinations within the past five years. A few of you who smoke *and* drink heavily and who are not having your vocal cords visualized should do so immediately since you are much more vulnerable to laryngeal cancer.

Do you belong to a church group or club that could help us do the hand work of encoding cancer surveys? If so, would you please write to The Saturday Evening Post Society and send us the address to which the surveys could be mailed? You will be sent instructions with 75 surveys in a package with return postage-paid envelope for returning them to the *Post*.

"...and a bag of ginger snaps."

Heart Attack

continued from page 29

uses a special catheter with an inflatable balloon at its tip. The catheter is inserted through an artery in the arm or groin up to the narrowed part of the coronary artery with the balloon portion deflated. Then, under guidance by x-ray, the balloon portion is inflated, pushing the fatty material obstructing the artery against the wall of the blood vessel and enlarging the passageway for blood. This procedure also has some risks and does not appear to be a permanent solution. Also, the laser is being investigated for its ability to clear clogged arteries.

In addition to the problems of muscle damage, angina and congestive heart failure, which result from coronary-artery disease and hypertension, sudden death due to an irregularity of the heartbeat can also develop after a heart attack. For these, some of the drugs previously mentioned, such as the beta blockers and calcium-channel blockers, can be helpful. When they are not effective, a pacemaker may be needed. Heart pacemakers are used for those whose hearts beat too slowly after a heart attack. New microprocessor technology has permitted the addition of a tiny computer to tell the pacemaker when it is needed.

Another kind of irregular heartbeat, ventricular fibrilation, is often fatal, accounting for more than half of the deaths from heart attacks. In the past, electrical shock was the most effective way of treating this problem. Now even the bulky "defibrilator" equipment has been miniaturized. It can be implanted under the skin along with a receiving device that monitors the heart rhythm and a microprocessor that determines when the "shock" is needed. While this system is experimental, it has considerable promise. There are several experimental drugs under investigation for individuals prone to this potentially fatal form of heart irregularity. Some centers have access to several of these agents along with tests that may be used to determine that from which a patient is most likely to benefit.

In those individuals in whom these treatments cannot restore the function of the heart, heart transplants or the heroic use of the artificial heart, transplanted for the first time in a human recently at the University of Utah, are desperate, last-resort measures. As research progresses and newer, more effective treatments appear, a brighter future can be seen for millions of Americans who are afflicted with cardiovascular disease.

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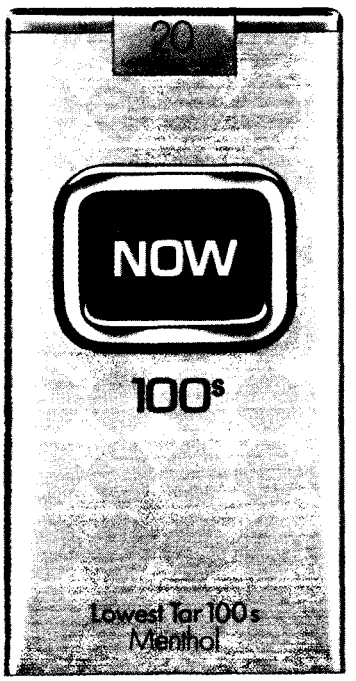

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